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# BUISNESS & RESEARCH METHOD

## BRM

**Addiction of Facebook and its effect on physical and mental health of humans.**

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## Title

### Addiction of Facebook and its effect on physical and mental health of humans

#### Abstract:

Addiction is a condition of constant involvement in an activity like spending the most of the time in scrolling on SNSs like fb leads to Facebook addiction. It is a condition in which user spends most of the time in scrolling the content on the social platforms that provide easy and open access to the friends as well as other users that attach to you in any way. In the starting user just enjoy the posts and interesting comments on the respective posts after that when he starts virtual conversation with friends on any social site then he confidently posts his photos, memes and memories with others with the intention to Like and comment on his activities and stories as well.

Facebook is using greatly for communication by the youth to continue their relationships it also allows to maintain multiple interactions with people in single time. When people spend most of their time in posting, commenting and viewing on Facebook then with the passage of time they become addicted to Facebook. Fb addiction causes the people to cut off each other because social interaction on Facebook allows less physical interaction with family and friends.

Comments on different posts affect the Users personality traits like if anyone person of their interest show attention or exchange some words on your post it makes him/her pleasant as the result user try to spend more and more time on Facebook and become addicted to it. Facebook addiction makes a person physically and mentally ill because they loss interest in respective activities like studies, sports, reading, business and other healthy activities{Hong, 2020 #6}.

There are many factors that drive a person towards the Facebook addiction but among them loneliness is a major factor. People that are less social or have no one to share their feelings suspected to excessive use of social websites like fb. (Blachnio, 2016# 12)

Personality traits also affected by the unlimited application of fb. Traits like neuroticism, agreeableness and openness motivates to accept new friend requests and longer chats on the platform of social site like fb.

### **Fb addiction and effects on mental and physical health**

Facebook addiction leads to the many physical and mental health disorders like those people that do not like to use the Facebook, targeted by the friends and colleagues that have greater interest towards the fb and they spend most of their time in scrolling, replying and putting their stories produces the feeling of loneliness, increases depression and anxiety. as well as it is also provide a platform for the uploading of emotional posts as their status that causes the viewers especially males to express their feelings as the result they find the way to watch the sensitive content. Students spend many hours on the social sites for the purpose to being updated as it becomes compulsory to have a special Facebook group of every institute in order to share updates with their students when students join that platform of fb then they also start connected to other groups, in which all kind of stuff is shared it becomes a source to diminishes the hesitation of youngsters, for watching the sensitive content and as the result pornography spreads.

### **Introduction**

World has become a global village, people are linking with each other irrespective of their different locations. Internet allows the People of the world to interact with each other through different social networking sites like Facebook. Facebook is the most visiting among the social website. Internet allows the people to remains in touch with many people in a single time hence it assist to maintains multiple relations. Social networking sites are gaining more popularity among the public due to their open access in social interaction. Among all the social networking sites, the most visiting site is Facebook. It estimates that fb deals with about 1.6M people on daily basis [1]. Although it provides a largest platform of communication from all around the world.[2]

Social network sites like Facebook aid to maintain the social interactions among the people. Use of Facebook for business and communication is beneficial for the economic purposes, like many international companies deal with their clients on social networks like twitter, fb & Instagram etc. along with the positive aspects Facebook has many negative effects on the mental health and physical activities of users. It is estimated that about 20% people join the platform of Facebook annually and posted 500 to 600k posts in every minute [3].

Facebook has gained importance like a daily routine task of more than 1 billion consumers. When people spend most of their time on SNSs like Facebook then they watch the several posts and comments on these posted images that habit make them addicted to Facebook. It urges them to spend more and more time in replying, posting and discussing the statuses of others which directly or indirectly affecting the mental condition of users as a result they pay less attention towards their studies, business and healthy activities of sports that make them fit. [4]

It has been estimated that those younger ones that have not emotional attachment with anyone are at a greater risk of being addicted to Facebook as compared to others that are in a relationship. While the people in the age between the 20 to 40yrs are more attracted towards the SNSs than the elders. Some studies prove that females are mostly spotted among the Facebook users as compared to males. [4].

There is a close relation between the personality traits and Facebook addiction, but recent studies shows that internet addiction specifically fb addiction is not connected with the excessive application of social networking sites like fb. The reason is that more than half of the users use fb for self-entertainment. Facebook is one of the most popular site employed for online communication by billions of users. It is reported that about 800 plus million people join it daily. It is invented in early 21<sup>st</sup> century. Although other SNSs also gaining popularity day by day but the comparative studies prove that among all fb is the most popular. The reason is that you have

to just log in through an ID and password, after that you can send or receive friend requests and can explore the posts of others freely {Ryan, 2014 #16}.

### **SNs Addiction**

In the starting it thought that addiction of internet and fb addiction both are similar. It did not need to analyze the rate of users that joined the SNSs on daily basis or annually. Because they imagined that people use these sites only for entertainment. But later it proved that among all social communicating sites fb is the most visiting and populated site.

Although Facebook addiction is strongly connected with personality traits, because some people like to being more social and try to maintain many relations at a time. Personality traits motivates to visit the fb several time in a single day for mental satisfaction. It proves that a single person consumes about 7- 8 hours daily. People visit the Facebook with the aim of

- To maintain online social interactions with another.
- For the purpose of entertainment
- To minimize the feelings of sadness

### **Merits of Facebook application**

As there are billions of users that have joined the platform of Facebook. They all have different constructive goals on that platform

Like some users join with the purpose to improve their communication skills on the platform of Facebook that allows open access to friends. When people talk to each other, the 1<sup>st</sup> thing that is being exchanged is their culture.

Users that are in touch with each other share the professional knowledge also. Promote their professional skills to assist others as well as for the promotion of their business.

People that have friendly nature they always remain in search of new people. They easily find the friends with the matching frequency.

Advertisement of products can also be made on fb.

Facebook motivates to make friendship with other.

Facebook allows to judge the quality of multiple products present in market. It shares an honest review on the property of products.

Fb allows yourself to promote your products, advertisements can be made.

Fb also provide a video call system to your family members and friends. Although some years ago that service was unavailable on it but now it has been added in relation with skype.

You can download photos & videos by using an advanced option of backup on fb.

It is the most helpful and highly updated networking site as it shares news in no time.

Also guides about the discounts as well as sales on major brands.

### **Demerits of Facebook addiction**

Many people are unaware, of the process of log in into the Facebook.

Most of the accounts are controlled by hackers with fake IDs. These hackers use multiple tools to trap the innocent users, use them in unethical activities.

Studies show that many break ups and false relations are made on fb.

### **Problem statement**

That study is conducted to find the main reason behind the Facebook addiction especially in adults. It is proves that there are 2 purposes behind it.

- I. To overcome the depression, loneliness and bad mood swings.
- II. For entertainment or for refreshing.
- III. Physical and mental after effects of fb addiction.

## Research Gap

Although personality traits and fb addiction is interlinked but the puzzle is still unsolved. Previous studies don't provide confident results about the main reason of fb addiction. In the starting of 21<sup>st</sup> century studies shown that fb addiction is same like the SNSs addiction but now it has been proved that fb is most populous site among the social networking sites. Secondly there is confusion that fb is employed for entertainment or social interactions. Males or females adults get attacked by the respective addiction. In order to find the questions of all these questions study is conducted.

## Literature Review

### Factors responsible for the fb Addiction

There are multiple reasons that responsible for the fb addiction.

Growing needs of technology especially for research purposes by the students.

Many psychological and physical disorders are cause by the excessive use of social networking sites like fb that offers online chatting, sharing and posting etc.

Social networking sites especially fb has been using greatly, billions of people joins the Facebook to spend their free time, slowly that activity become a habit and user cannot live without using fb. It is reported that about online playing game with friends has same effect on the mental conditions is same like the addiction of alcohol or drugs. {Nasr, 2021 #14}

### Hedonic motivation

Studies show that hedonic motivations are the main cause of Facebook addiction. It is a type of motivation that forces to use the Facebook for mental peace and self-satisfaction. When someone finds any interesting thing on Facebook during scrolling then he thinks that Every time on searching he will finds the content that meet his requirements. Hedonism is the term that is employed in psychology for the happiness of individuals. {Nasr, 2021 #15}



## **Framework of personality traits and Facebook addiction**

Knowledge of basic personality traits and to understand the psychology behind these traits is necessary. When people thoroughly studied about their traits, as well as short comings. Then they can easily control themselves from addicted to anything. There are multiple personality traits like

### **Extraversion**

It is one of the most important personality trait. It defines that how social a person. An extraversion human adjust itself easily in groups or in society. Extroverts play greater role for the welfare of people because they feel better when they do something for the betterment of society. That trait greatly affected due to Facebook addiction as we know that greater use of SNSs like Facebook makes a person more confined to its mobile phone and he becomes physically weak when he lessens his routine work like spends less time on his studies, as well as also waste his working hours in searching on fb. Starts to miss his social gatherings become a shy person that maintains relations on social platform but cannot face people in public.

### **Neuroticism**

It is a trait that shows the direct relationship with Facebook addiction. These Neuroticisms have low confidence level & diverse mood swings. They like to live in solitary greatly affected by the comments on their posts uploaded on Fb. {Hwang, 2017 #8 they have more effect of criticism as compared to others. That trait affects the personality in bad manner those have attraction towards the Facebook.

### **Openness**

It is a trait that defines the potential to accept new challenges, deal with adventures, absorbs the negativity and just emit positive vibes. It also tells about the understanding of all situations and their solutions also. But it is affected by excessive use SNSs and especially Facebook.

### Agreeableness

That trait associated with the friendly nature, helpful to others, elasticity in nature and courage to cope with difficult situations. That trait is highly involved in Facebook addiction along with other personality traits like a person that has the effect of agreeableness on his personality along with conscientiousness then prone them to multiple addictions. High agreeableness shows that they never mind on the type of content being uploaded on Facebook. They remain in touch with friends on the online platform. As a result they spend many hours on listening the problems and in the resolution of their issue.

It is also reported that people that have less interest in others matters have the greater chance of addiction of Facebook. {Wang, 2015 #9}

### Conscientiousness

That trait shows the highly disciplined behavior towards the performance of a duty. People that have higher effect of that trait have lower chance of being addicted to alcohol or any social networking site like Facebook. Facebook invented in 2005. From its invention about millions of users joined that social platform. It proved that only a single trait cannot force anyone addicted to any SNSs anyhow combination of traits like neuroticism and conscientiousness allow to addict to it. It has been reported that personality traits are related to Facebook addiction like traits of openness and extroversion cause to share the many more information on social site like Facebook.

### Facebook addiction and life satisfaction

FA and satisfaction in life are opposite factors, it means when someone spends most of his time in scrolling the posts on Facebook. Then how he could maintain balance in his personal and social life. Facebook addiction cause the wastage of time in irrelevant activities instead of spending it in healthy activities of studies in case of student and in business if you are

professional worker. Hence FA is the misuse of energy and time. Also increases the depression and sadness. {Biolcati, 2018 #13}

Fb addiction like the other abuses of addictions like the drug addiction is disastrousness as it disturbs the social life, domestic life & economic conditions of users. If married male or female does not give time to his home especially in case of female when she waste most of her time in chatting with online friends then their relation starts to impair. And if male shows non-serious behavior towards his business resulting in disputes due to unstable financial conditions. In case of student if he or she spends unlimited time on SNSs like fb instead of paying attention to his studies in order to secure the future.

### **Significance of study**

This study is quite helpful in order to find out the main factors responsible for the Facebook addiction. For example some studies shows that personality traits and loneliness causes the excessive use of fb for online communication. The feelings of sadness & loneliness motivates the user to explore things for entertainment. When a sad person finds several online friends that respond to his posts, then he get attracts to these time-consuming sites like if a person dominant in trait like openness he gets bored due to the continuous positing activity on fb by the billions of users. Conscientiousness is the trait that allows someone to perform his goals without any compromise. When such a person uses the social networking site like Facebook he feels that he is wasting his time.

Other studies express that Facebook addiction is strongly related with personality traits. In order to find the true motivating factor of fb addiction among the all personality traits that study is being constructed. So that treatment of fb addiction could find like the other types of addictions.

During the research some side effects will also be evaluating, like personality traits are not related only with Facebook addiction but they also contribute towards the other physical disorders like non- interesting behavior towards Exercise, studies and health etc.

### **Hypothesis**

**This study is useful in order to find that**

#### **Hypothesis # 1**

Loneliness is the main reason of Facebook addiction.

#### **Hypothesis # 2**

Neuroticism contributes positively towards the fb addictions.

#### **Hypothesis # 3**

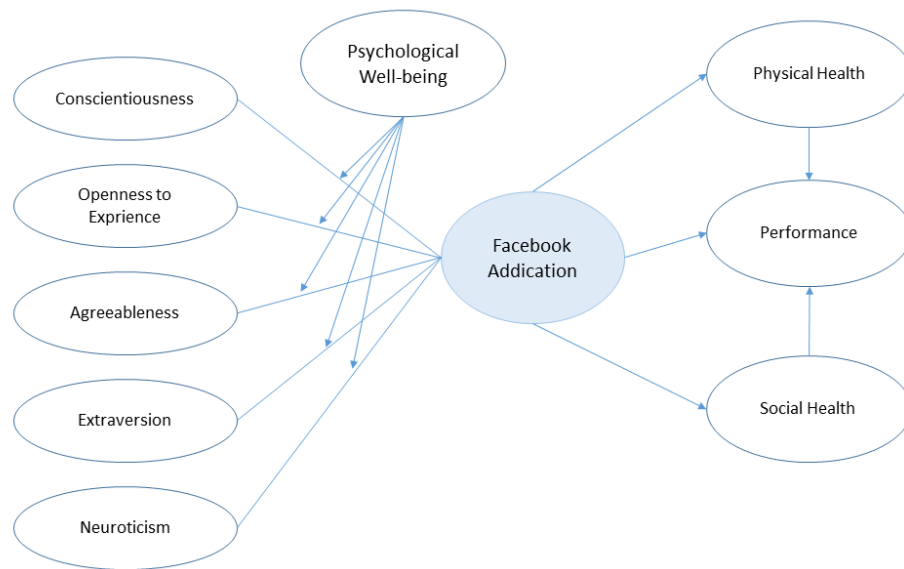
Personality trait like openness is the main reason of Facebook addiction.

#### **Hypothesis # 4**

Agreeableness & conscientiousness don't attract towards the online communication sites like fb.

### **Methodology**

The term well- being in psychology is employed to describe the degree of happiness as well as to define the functionality of someone. One who has lower value of well- being on the scale, it shows that he has greater chance of fb addiction. While the higher values of psychological well-being shows the lower chances to being addicted to fb and other SNSs.



That model represents the relation of personality traits and fb addiction. Fb addiction affects the mental condition in bad manner. As when user spends all time in searching on Facebook to escape from sadness, depression and feelings of solitary. Facebook addiction is not good as it disturbs the activity and performance of addicted. Facebook addiction is directly related with some personality traits and indirectly with the others. As some traits encourages to use the Facebook while the others take it simply as a social networking site that can be used for many purposes of information, chatting with friends and entertainment as well.

### Procedure

In order to test the model represented above it is decided to use the group of Facebook users irrespective of the age but all were skilled SNSs users. In order to check the status of the consumption of Facebook an online survey was made. An electrically generated link and sent to all users with the aim to check the sending of that message to their friends in a time limit of 5 to 6 weeks. All the participants were know the purpose of that study as it is only for educational purpose. Participants recorded that about 40% users remain very active for most of the time while the 80% users claimed that they are relying on fb for 4 years.

In order to find out the effect of excessive use of Facebook on the mental and physical health of consumers, an online questionnaire was shared in different groups and requested to provide the answer of the queries mentioned in the survey form related to fb. During the survey no charges as well as personal info were demanded from participants. In order to avoid the complications it was allowed to visit the survey form only a single time by a participant. That activity was approved from the ethics commission. About 750 users participated in the survey among them 81% of the participants were females. Survey results show that all the fb addicted are degree holders it means that Facebook addiction is most common among the educated people.

## Results

### Sociodemographic history

- Results show that about more than
- 80% visit the fb many time in a day,
- While 13% visits the fb single time per day
- Remaining people scroll for many times.

Table shows the % of people and the relative time spends on fb

% people	Time period
19%	20mins
25%	0.5 hour
23%	1.5 hour
16.0%	2.5 hours
6.2%	10mins

### Table presents the details of FbAS dimensions

Scale Dimensions	Minimum	Maximum	Mean value	Standard deviation
<b>Salience factor</b>	1	4.66	1.582	0.681
<b>Relapse value</b>	1	4.68	1.573	0.781
<b>Tolerance level</b>	1	5.01	1.842	1.801
<b>Withdrawal factor</b>	1	5.02	1.345	0.612
<b>Mood fluctuations</b>	1	5.04	1.781	0.912
<b>Conflict's value</b>	1	4.65	1.512	0.771
<b>Mean of BF addiction scale</b>	1	4.12	1.602	0.581

### Detailed results of Psychological traits

Variables	Mean value	Value of standard "D"
Conscientiousness value	3.65	0.745
Extraversion trait	3.08	0.801
Openness factor	3.70	0.854
The agreeableness	4.01	0.642
Neuroticism trait	3.07	0.871
Social loneliness	1.98	0.745

### Measurements & Analysis

Demographic Features of samples	Frequency measurement	% value
Age of participants		
Age Below 20	12	3.75
Age b/t 20-29	120	4.0
Age from 30-39	107	35.0
Gender details		
Female participant	158	51.9
Male participant	146	48.3
Facebook experience		
Less than 1 year	7	2.1
1 to 2 years	11	3.4
2 to 3 years	3	0.75
Exp. More than 4 years	268	88.9
Overall activity of Facebook		
No of Very Active peoples	39	12.7
Number of Active	112	36.7
Frequency of Neutral	102	33.8
Less Active people	37	12.1
People that Do not use much	17	5.34

Table shows that adults are more prone to Facebook addiction. They spend more time in scrolling and communication as well as they log in their account several time. Previous studies shows that female are more addicted to fb while the results of recent studies are opposite to them it means Facebook addiction is not gender based. While it depends on personality traits. Anyways there are also a noticeable proportion of neutral people that use the Facebook without any damage or benefit to their health.

Hence it proves that our students need serious counselling on the controlled use of Facebook and other SNSs. As the students are prestigious contribution in the development of any country especially in the case of a developing country like Pakistan.



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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