

# Impact of Facebook Obsession Among University Students in Bangladesh

Tahsin Sharmila Raisa

**Abstract**— In the era of science and technology the website “Facebook” has become a widely accessed social network in all over the world. As internet becomes easy accessible, people can get almost every kind of information using it. Almost 2.1 billion people in all over the world are using “Facebook”, where a large number of them are students. They share their thoughts, activities and acquire knowledge from it. Besides the benefits, it has some negative effects for the users, especially the teenagers. They are getting addicted to “Facebook” and wasting their valuable time by doing some non- fruitful activities. Our study has focused on “Facebook” mania among university students of Bangladesh. We took a sample of 300 students from Jahangirnagar University, University of Dhaka and Daffodil International University and found that 78.4% are problematic “Facebook” users where 41.4% are highly addicted to it. We also obtained from the data that there are some meaningful relationship between addiction level and gender with age.

**Index Terms**— Facebook, Obsession Level, Internet, Involvement, Benefit, Technology, Social Impact.

## I. INTRODUCTION

Internet is a world-wide network of inter-connected computers, mobile, laptop or any other devices, where one computer or any other device can be connected to any other computer/device (or computerized device) in any portion of the world. [1] Recently the mobile internet is very successful and popular. People easily can have the knowledge of any thing at any moment through internet and they do not have to depend on hard copy of books, journals, newspaper etc. as they can get soft copy of information of everything in their hands if they have internet in their mobile/computer/laptop. The social networking sites do not only connect people but also help people to promote their business online in effective way. Many business minded people do business on online and use social networking sites to reciprocate customer queries. Many business minded people use social networking sites for low cost banner as social networking sites are very influential and effective and customers can be easily attracted. [2] Social networking sites can improve the business of customers, help a business to get feedback on new products and services and help connect friends, family and long lost college friends, allow for idea sharing and the creating dialog. Social networking allows people to network with others in order to find jobs. [2] We can have large volume of information, news, journals, electronic mode of communication (E-mail),

chatting, social networking, online banking, E-commerce, Mobile commerce, entertainment etc. from internet.

Social networking sites are the most important platform of social media that can connect people at any time, any place and “Facebook” is one of the leading and best social networking sites in the world, where we are not only allowed, but encouraged to connect with everyone. There are many advantages of using “Facebook”, they are: (1) “Facebook” is the most advantageous tool for finding old friends and helping to keep friendships alive (2) People meet different types of people in “Facebook”, they can have the knowledge of different types of culture, place, customs, traditions etc. (3) When people are in sorrow moment, they can share their feelings to get support from their generous friends. (4) The news feed plays important role as it gives latest news at any moment. (5) Students can get benefited from “Facebook” as they can make a group where they can share their lectures, notes, projects, homework etc. (6) Relationships can be developed on “Facebook”. For long distance couples, the easy communication can help keep the love alive all the time they're apart. (7) [3] When they feel bored, they can relieve from monotonous life from using “Facebook” etc. In spite of having benefits and advantages of using social networking site like “Facebook”, there are many disadvantage sides of “Facebook”. “Facebook” can be as habit as cigarettes. And it can kill our valuable time through excessive using “Facebook”. It is useful for the couple who are in long distant relationship but on the other hand, according to a [recent study](#), around a third of divorce in recent years has contained the word “Facebook”. [3] There are many vulgar posts, pictures, etc. That can be used as evidence in the divorce process. Many of the students use “Facebook” in their class room; they may not give attention to the class lectures and make bad grades. Different sources have found that “Facebook” can be dangerous thing as unknown people can track our activities and see where we are when.

## “FACEBOOK” OBSESSION

The word “Obsession” means an insistent upsetting concern with an often awkward idea or feelings that continually forces its way into mindfulness, often associated with [disquiet](#) and mental sickness. This word “Obsession” mainly refers some negative attitudes among the society. Internet addiction is characterized as a compulsion control disorder. It is similar to pathological gambling. Users of internet may evolve an emotional attachment with friends on internet (chatting). [4] They may enjoy using Internet that

Tahsin Sharmila Raisa, Economics (Completed Bachelors of Social Science and Masters of Social Science), University of Dhaka, Bangladesh,

allows them to meet, socialize, and exchange ideas using chat rooms, social networking websites. Other Internet users may spend excessive time on researching topics of interest online like blogging. [5] In this context, internet addiction has different characteristics. We can know the information from Young (1999) and Young et al. (2000) about five subtypes of internet addiction. Firstly addiction for computer game, secondly sexual arousal involving communication on the internet, thirdly addiction of using search engines, fourthly giving more priority of virtual relationship and lastly addiction to online shopping or gambling. People who use internet excessively have many different types of addiction criterion like engrossment, with the internet, manifested by inarticulate mood, anxiety, irritability and boredom after several days without Internet activity, indulgence, insistent desire, continue to use of internet which causes loss of interest on everything.

According to a study organized by We Are Social and Hootsuite. There are 22 million active "Facebook" users in Dhaka which means 1.1% of the monthly users of the social networking site across the globe. 2.33 crore "Facebook" users are in Bangladesh and 99% of social media users are using "Facebook" and 1.7 crore "Facebook" users are male and 63 lakh "Facebook" users are female, according to Bangladesh's ICT Division sources. Today, most of the students use "Facebook" and they get addiction of using it. Approximately, 1.28 billion people use "Facebook" services every single day, up from 18% year-over-year. There is highly significant and dramatic growth of using "Facebook" on mobile there are 1.15 billion mobile daily active users (Mobile DAU) for December 2016, an increase of 23 percent year-over-year. [6] There is enormously growing number of "Facebook" users who are active and consistent in their visits to the site, and 1.28 billion people daily active users do log onto "Facebook" ("Facebook" DAU) for first Quarter of 2017, which represents a 18% increase year over year (Source: "Facebook" as 05/03/17). [7] According to this "Facebook" social site network, a user can share his/her any kind of interest on his/her particular page, videos, photos, live music, live video, etc. with other users. On the other hand, "Facebook" users may give more attention on virtual relationship and their family / relatives or real life friends may have disappointed as users may spend less time with them and moreover for giving more priority to virtual life, users may stay home all day long and become introvert. They may prefer to meet "Facebook" friends instead of meeting face to face. Sometimes "Facebook" users spend more time and give effort to collect as many friends as possible on "Facebook". They do so for getting more likes, comments, popularity etc. Many of their "Facebook" friends are not really their friends' offline. Taking account from psychological view, Because of not concentrating on personal life, concentrating on "Facebook" always, escaping social life, we can say "Facebook" addiction is a kind of addiction to social networking sites according to the psychological point of view. (Kuss & Griffiths 2011:3530) [8]

Heavy usage of "Facebook" can make the young

generation self-esteem, narcissism or thinking very highly of oneself or anti-social behaviors. Sometimes "Facebook" users may get disappointed when they post an update on "Facebook" and no one comments on it. They also get disappointed when they send add request for friendship but friendship proposal is rejected and it can create stress for the users. Although one can feel relax by passing time of "Facebook", it can also be a source of stress and anxiety. [9]

The target of our study is to answer the following research questions;

- ✓ When will the users log on to "Facebook"?
- ✓ Would the users consider themselves a "Facebook" addict?
- ✓ What kind of relation is there between addiction level of using "Facebook" and engaging times on using "Facebook"?
- ✓ What are the differences between non-addicted group and addicted group of using "Facebook"?

## II. MATERIALS AND METHOD

To understand the level of Facebook addiction of university students in Bangladesh, we have surveyed three universities (Jahangirnagar University, University of Dhaka and Daffodil International University) from January to April, 2017. The universities are selected based on their size, population and status. Within these universities, Daffodil International University is one of the best IT based private university and University of Dhaka and Jahangirnagar University are top two public universities in Bangladesh. We used the non-probability convenience sampling method to select the students because it was very difficult to construct the sampling frame from these three universities. In our study we found almost 99% students are connected with Facebook which is our main concern. Because of the availability of internet and the technological development of the universities' students are large in number and these universities are popular public universities and these universities draw attention about their students' education.

A cross-sectional data was carried out from January to April, 2017. The survey was conducted within the context of Jahangirnagar University, University of Dhaka and Daffodil International University of Bangladesh students' "Facebook" addiction level. The students of Jahangirnagar University, University of Dhaka and Daffodil International University of Bangladesh form convenient sampling of the study. Jahangirnagar University, University of Dhaka and Daffodil International University of Bangladesh's students were selected as judgment sample of the study as these universities are the one of the biggest universities of Bangladesh about status and population. Daffodil International University is IT based private university and University of Dhaka and Jahangirnagar University's students are large in number and these universities are popular public universities and these universities draw attention about its huge and important investment on internet technologies for their students' education. As these universities have always potential internet connection and ability of internet usage and also "Facebook" users which is the main point of the survey, that is the reason

we chose those universities as sample. The research depends on an illustrative aspect which tries to interpret reasonably “Facebook” addiction and we have taken sample of “Facebook” users who are Jahnagirnagar University, University of Dhaka and Daffodil International University students. The study aims to find out the contrast relationship between “Facebook” addicted user and “Facebook” non-addicted user in terms of their using habit of “Facebook”. The data were gathered to explain of the addiction level of “Facebook” usage of university students. We had given 25 questions to the students. Students were given 15 questions to measure their “Facebook” addiction level, “Facebook” usage experience, frequency of weekly “Facebook” usage, operating time of students’ “Facebook” daily, reason of log in to “Facebook”, number of

“Facebook” friends etc. and they were requested to give point between 1-5 to the 15 questions in “Facebook” addiction scale. We have divided addiction categories into three groups and they are: non-addicted group is between 20 to 49 points, risky group is between 50-79 points and addicted group is between 80-100 points. [10] There are 10 questions about True or False which can help to find out their addiction level of “Facebook” as a whole. SPSS 16 statistic program was used to analyze the Data. Chi-square test was used to determine “Facebook” usage behavior and demographic features of students’ frequency. There was used of Correlation Analysis to analyze the relationship between operating time and “Facebook” addiction level.

### III. FINDINGS

**Table 1:** Findings about some features of participants

		Frequency	Percentage (%)
Gender	Male	238	79.3
	Female	62	20.7
Experience of Using “Facebook”	Below two years	30	10
	2 to 4 years	100	33.3
	5 to 7 years	170	56.7
Weekly “Facebook” usage	Less than 2 days a week	8	2.7
	2 to 4 days a week	10	3.3
	5 to 6 days a week	10	3.3
	Everyday	272	90.7

Table 1 shows students socio analytical features and “Facebook” usage behaviors. The male participants were 79.3% and the female participants were 20.7%. . 10% of the students have used “Facebook” for below 2 years, 33.3% of them have the experience of using “Facebook” for 2 to 4 years and 56.7 % of the students have used “Facebook” for 5 to 7 years. According to the analysis, the majority of having “Facebook” usage experience is for 5 to 7 years among the students as a whole. We also gave the question of weekly usage of “Facebook” to students. The results show that 2.7% of the students use “Facebook” less than 2 days in a week, 3.3% of them use “Facebook” for both 2 to 4 days and 5 to 6 days in a week and for everyday using “Facebook” is 90.7 % in a week.

**Table 2:** Statistics of age group and time spending on “Facebook” group

	N	Min	Max	$\bar{X}$	SD
Age	300	17	24	20.6	2.33
Spending time on “Facebook”	300	25 min	150 min	80.5	53.6

Analyzing the descriptive statistics from the table 2 of age group and time spending on “Facebook” group, we have 17 members who are in minimum age group and 24 members who are in the maximum age group. We also have the members of average age group and that is 20.6. The standard deviation of age distribution group is 2.33.

**Table3:** Distribution of Students Facebook Addiction Level

Facebook Addiction Level	Frequency	Percentage ( % )
Addict Group( 80 – 100 point)	38	12.7
Non Addict Group ( 20 – 49 point)	176	58.7
Risky Groups ( 50 – 79 Points)	86	28.7

To figure out Facebook addiction level of students, we have divided into three categories of addiction level of Facebook (table 3). First category is Addicted group (80 – 100 points), second one is Non-Addicted group (20 – 49 point) and third one is Risky Group (50-79 point). Through analyzing, we get that 12.7% of students are addicted group, 58.7 % of students are non- addict group and 28.7 % of the students are in risky group.

**Table 4:**Addiction categories of using Facebook

[1]	[2]	[3] Addicted Group (%)	[4] Non AddictedGroup (%)	[5] Risky Group (%)
[6] Gender	[7] Male	[8] 13.5	[9] 57.1	[10] 29.4
	[11] Female	[12] 9.7	[13] 64.5	[14] 25.8
[15] $\chi^2 = 1.23$ ; d= 2 p > .05				

We can see from the table 4 that there are no differences in addiction level according to the gender ( $\chi^2 = 1.23$ ;  $p > .05$ ). 13.5% of male and 9.7% of female students are in addict group. 29.4% of male and 25.8% of female students is in risky group. And finally, 57.1 % of male students and 64.5 % of female students are in non-addict group

**Table 5:** Addiction Categories according to Facebook Usage Experience

Facebook Experience	Addicted Group (%)	Non Addicted Group (%)	Risky Group (%)
Less than 2 years	20	53.3	26.7
2 to 4 years	16	66	18
5 to 7 years	94.1	55.3	35.3
$\chi^2 = 11.58$ ; d= 4, p < .05			

$$(\chi^2 = 11.58; p < .05).$$

According to table 5, in the addict group, 20% of the students use Facebook for less than 2 years, 16 % of the students use Facebook for 2 to 4 years and 94.1% of the students use Facebook for 5 to 7 years. The result shows that those who have used Facebook more than 4 years, they are highly addicted to use of face book compared to other users. On the contrary, 53.3% of the students using Facebook for less than 2 years, 66% of the students using Facebook for 2 to 4 years and 55.3% of the students using Facebook for 5 to 7 years are in non-addict group. We get result of Chi- square of cross table and it found out that this difference is significant



**Table 6:** Addiction Categories according to Weekly Facebook Usage Experience

	Addicted Group (%)	Non-Addicted Group (%)	Risky Group (%)
less than 2 days a week	0	75	25
2 to 4 days a week	20	60	20
5 to 6 days a week	20	80	0
everyday	12.5	57.4	30.1
$\chi^2 = 6.46; d = 6, p > .05$			

We can see from the table 6 that there is meaningful difference between Facebook using in a week and addiction category ( $\chi^2 = 6.46; p > .05$ ). The implementation of cross table shows that 0% of students using Facebook for less than 2 days in a week, 20 % of the students using Facebook for both 2 to 4 days a week and 5 to 6 days a week and 12.5% of the students using Facebook for everyday are in addict group.

#### IV. CONCLUSION AND DISCUSSION

Facebook is the biggest social networking site, preferred by young generation for positive sides like communicating with friends, getting whole world information, entertainment, relaxation, participating in eventsetc. On the other hand, excessive usage of social networking sites like Facebook can cause big problems to users, mostly for young generation[11]. Now-a-days, people become addicted to their personal computer, mobile phone, laptop and finally social networking sites. This survey was implemented on the students of Jahangirnagar University, University of Dhaka and Daffodil International University from different departments. According to the results, 12.7% of the students who joined the survey are in addict group and 28.7 % of them is in risky group and the survey clearly shows that the problematic

Facebook users are 41.4% of them. From the survey we have found that there is meaningful relationship between addiction level and gender. We also found that male users are more addicted than female user in case of using Facebook. Facebook addiction makes users staying at home so long and causes users to spend little time with their friends/relatives and they may suffer from psychological problem. [12] We also found that there is meaningful difference between Facebook using in a week and addiction category. Different categories people choose to sit for using Facebook for different times in a week.

#### V. STUDY LIMITATION

Our study has some limitations. The data was self-reported and moreover, we observed only three universities in the Capital city of Bangladesh, this data should only be generalized cautiously for universities outside Dhakacity.

#### ACKNOWLEDGEMENT

We are grateful to the students who helped us and cooperated with us in conducting the survey. We also grateful to our honorable teachers, colleagues and friends for supporting us.

#### REFERENCES

- [1] <http://www.importantindia.com/16906/essay-on-internet-and-its-uses/>
- [2] [http://socialnetworking.lovetoknow.com/What\\_are\\_Social\\_Networks\\_Used\\_For](http://socialnetworking.lovetoknow.com/What_are_Social_Networks_Used_For)
- [3] <https://hubpages.com/technology/The-advantages-and-disadvantages-of-using-Facebook>
- [4] <http://www.tandfonline.com/doi/abs/10.1080/08838150802205595>
- [5] <http://www.addictionrecov.org/Addictions/index.aspx?AID=43>
- [6] <http://www.dhakatribune.com/bangladesh/dhaka/2017/04/14/dhaka-ranks-second-world-active-facebook-users/>
- [7] <https://zephoria.com/top-15-valuable-facebook-statistics/>
- [8] <http://sheu.org.uk/sites/sheu.org.uk/files/imagepicker/1/eh294mg.pdf>
- [9] [http://esource.dbs.ie/bitstream/handle/10788/334/ba\\_smith-duff\\_c\\_2012.pdf?sequence=1](http://esource.dbs.ie/bitstream/handle/10788/334/ba_smith-duff_c_2012.pdf?sequence=1)
- [10] [http://www.bestlibrary.org/dr\\_charles\\_best\\_library/2008/06/facebook-addi-2.html](http://www.bestlibrary.org/dr_charles_best_library/2008/06/facebook-addi-2.html)
- [11] <https://arxiv.org/ftp/arxiv/papers/1508/1508.01669.pdf>
- [12] [http://www.scielo.br/scielo.php?script=sci\\_arttext&pid=S2358-04292016000100001](http://www.scielo.br/scielo.php?script=sci_arttext&pid=S2358-04292016000100001)
- [13] Lee W. Z. Y., Cheung C. M. K., Tadani D. R. (2012) An investigation into the problematic use of Facebook. Paper presented at the 45th Hawaii International Conference on System Sciences, Maui, HI, January 4-7. [Google Scholar](#)
- [14] Ryan R. M., Frederick C. (1997) On energy, personality and health: subjective vitality as a dynamic reflection of well-being. *Journal of Personality*, 65, 529-565. DOI: 10.1111/j.1467-6494.1997.tb00326.x. [Google ScholarCrossRef](#), [Medline](#)
- [15] Salama-Younes M. (2011) Positive mental health, subjective vitality and satisfaction with life for French physical education students. *World Journal of Sport Sciences*, 4(2), 90-97. [Google Scholar](#)
- [16] Mehdizadeh S. (2010) Self-presentation 2.0: narcissism and self-esteem on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 13, 357-364. DOI: 10.1089/cpb.2009.0257. [Google ScholarCrossRef](#), [Medline](#)
- [17] CHOU, C.; CONDRON, L. & BELLAND, J. C. (2005), A Review of the Research on Internet Addiction. *Educational Psychology Review*, 17 (4): 363- 388.
- [18] ELLISON, N. B.; STEINFELD, C. & LAMPE, C. (2007), The Benefits of Facebook "Friends:" Social Capital and College Students' Use of Online Social Network Sites. *Journal of Computer-Mediated Communication*, 12: 1143-1168
- [19] NALWA, K. & ANAND, A. P. (2003), Internet Addiction in Students: A Cause of Concern. *CyberPsychology& Behavior*, 6 (6): 653-656.
- [20] YOUNG, K. S. (2004), Internet Addiction: A New Clinical Phenomenon and Its Consequences. *American Behavioral Scientist*, 48 (4): 402-415.
- [21] SPECIAL, W. P. & LI-BARBER, K. T. (2012), Self-disclosure and Student Satisfaction with Facebook. *Computers in Human Behavior*, 28: 624-630.

- [22] The Telegraph, (2012), Facebook and Twitter 'more addictive than tobacco and alcohol'. <http://www.telegraph.co.uk/technology/news/9054243/Facebook-and-Twitter-more-addictive-thantobaccoandalcohol.html> (Accessed 29.07. 2012)
- [23] NALWA, K. & ANAND, A. P. (2003), Internet Addiction in Students: A Cause of Concern. *CyberPsychology& Behavior*, 6 (6): 653-656.
- [24] YOUNG, K. S. (2004), Internet Addiction: A New Clinical Phenomenon and Its Consequences. *American Behavioral Scientist*, 48 (4): 402-415.
- [25] SPECIAL, W. P. & LI-BARBER, K. T. (2012), Self-disclosure and Student Satisfaction with "Facebook". *Computers in Human Behavior*, 28: 624-630.
- [26] The Telegraph, (2012), "Facebook" and Twitter 'more addictive than tobacco and alcohol'. [http://www.telegraph.co.uk/technology/news/9054243/"](http://www.telegraph.co.uk/technology/news/9054243/)"Facebook"-and-Twitter-more-addictive-thantobaccoandalcohol.html (Accessed 29.07. 2012)
- [27] <https://www.merriam-webster.com/dictionary/obsession>