

Global Journal of Management and Business Research

Volume 12 Issue 16 Version 1.0 Year 2012

Type: Double Blind Peer Reviewed International Research Journal

Publisher: Global Journals Inc. (USA)

Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Trend of Using Facebook Among Teenagers

By Arslan Khalid, Syed Samran Bashir, Amir Razi & Syed Atif Ali

Lecturer Lahore Business School, The University of Lahore

Abstract - This study examines the relationship between use of Facebook, a popular online social network site, and the formation and maintenance of social capital. In addition to assessing bonding and bridging social capital, we explore a dimension of social capital that assesses one's ability to stay connected with members of a previously inhabited community, which we call maintained social capital. The trend of using face book among teenagers and students increasing now days therefore we conduct a survey of 200 people in the form of questionnaire, Convenience sampling use in our survey and gather information regarding our research, According to the questionnaire we have found the result that the people do not agree for using face book among teenagers is suitable and beneficial although students are the main user of face book but they are not using face book for right purpose and the result shows the same, therefore teenagers should quit face book and get through for this addictive social networking.

Keywords: Social Network, Facebook, Teenagers, Addictive, Online Network.

GJMBR-A Classification : FOR Code : 150399



Strictly as per the compliance and regulations of:



Trend of Using Facebook Among Teenagers

Arslan Khalid ^a, Syed Samran Bashir ^o, Amir Razi ^p & Syed Atif Ali ^{co}

Abstract - This study examines the relationship between use of Facebook, a popular online social network site, and the formation and maintenance of social capital. In addition to assessing bonding and bridging social capital, we explore a dimension of social capital that assesses one's ability to stay connected with members of a previously inhabited community, which we call maintained social capital. The trend of using face book among teenagers and students increasing now days therefore we conduct a survey of 200 people in the form of questionnaire, Convenience sampling use in our survey and gather information regarding our research, According to the questionnaire we have found the result that the people do not agree for using face book among teenagers is suitable and beneficial although students are the main user of face book but they are not using face book for right purpose and the result shows the same, therefore teenagers should quit face book and get through for this addictive social networking.

Keywords: Social Network, Facebook, Teenagers, Addictive, Online Network.

I. Introduction

acebook is stage, like fashions, where people share information, ideas, personal feelings, current affairs; upload their information, group discussions and many more that sort of thing. Students are the main userof facebook but they normally use it for fun and pleasure. So these things made facebook socially incorporated and converted them into inclusive citizen. Facebook has opened new channels of contact. It is a good way to keep connected, although it is just internet facility and it can be dangerous when personal information is being shared. That's why the news is both good and bad or even the worst as around 20 million internet users, 5 million are from Pakistan and the member of facebook as well. In which 3.6 million are male and 1.6 million are female from these 76 percent users are aged between 18-34. They love to spend most of their time on it inspites of knowing its negative effects. Our "digital native" or "I Generation" suffering more as compared to other users the main question is what you are going to get in return from these personal update on facebook or what you can lose due to this service?. Sometimes people do mismanagement of their personal information. Most of people do not know how

Author a: MBA. Lahore Business School. University of Lahore, Pakistan. E-mail: arslanghouri@hotmail.com

to protect their information on line. So facebook is the best place for hackers. Normally their users put their entire life on site or use to put their whole life story on single facebook page. When it makes the child to learn faster but it also associated with the host of psychological disorder. Facebook is filled thousands of user around the world so there are numberless viruses on most of the pages as facebook involve several hackers. These hackers can steal others account or damage other computer. Another issue is spam and scams. There is many fake websites similar facebook when anyone enter his account details on it scammer access their account and steal their information which can be bank details. Facebook can be very addictive for its members. When they log in they keep on connected with friends and they spend hours and hours on that. They could have done something more important. People who are unemployed and use facebook to post offensive images just for fun, when they apply for job. Employer will want to know more about them and by searching your social networking site they may distress and you lose your job opportunity.

II. LITERATURE REVIEW

Face book is use for social utility association. It is a loaded site for researches, interested in societal networks, and teenagers use this social network for pleasure and for play games, to develop new relations and friends or upload their personal profiles not for their study and knowledge gaining purpose (Hampton & Wellman 2003). Teenagers use sites to meet others and explore their personal identity formation. The current teenagers have grown up with Internets, they have high rate access, and the facility of face book has opened new channels of contact and to share knowledgeable information but the teenager are not interested to use this facility for positive purpose (Gross & Acuisti 2005), Face book is also the web-based social organization and our teenagers use this web connector for social change and also for the wasting their time (Boase J, Horrigan 2006). The face book is the previously inhabited community which we call and maintained social capital therefore we can also say that it is the source of gaining profit of different organizations and also the source of their business (Ellison, N 2006). For young generation face book is used as conversation and house-pipe to update the information and also to increase their social network, it is actually more visual and a big deal (Gibbs 2006). Face book is a good way to keep contact with friends and share information but on

Author of : MBA Lahore Business School University of Lahore, Pakistan. E-mail: samran shah01@hotmail.com

Author p: Lecturer Statistics Lahore Business School University of Lahore, Pakistan. E-mail: amirrazi 2000@yahoo.com

Author GD: Lecturer, Lahore Business Schoo The University of Lahore. E-mail: atifali@uol.edu.pk

the other hand a huge amount of time is wasted, it is dangerous when personal information shared to unknown people around the world and they can use the information for negative purpose which may also create negative impact on the personality of an individual (Heino 2006) The present study examined the trend of face book users in our teenagers. The purpose of study is whether teenagers use face book for purpose of knowledge gaining or for pleasure, leisure (Dr. Sufiana K. Malik 2012).

IV. METHODOLOGY

The study conducted in May, 2012. A group of 200 people take part in this study through predesigned questionnaire which consist of two part, one is related to the demographic portion,2nd is related to the response of the people in question form. Convenience sampling use in our survey and 200 samples selected from the population of three categories one is students 2nd is employee and 3rd is Business man option.

III. OBJECTIVES

- Are Teenagers using face book for right purpose
- Is it really helpful for teenagers
- Is it really leaving positive impact

V. RESULTS

Table 1: Distribution of Sex.

Sex	Frequency	Percent (%)
Male	117	58.5
Female	83	41.5
Total	200	100.0

The survey shows that 58.5% are male and on the other hand 41.5% are female.

Table 2: Distribution of Occupation.

Occupation	Frequency	Percent (%)
Student	166	83.0
Employee	22	11.0
Businessman	12	6.0
Total	200	100.0

According to the survey 83% are students, the role of Employees are 11% and the role of Businessman are 12%.

Table 3: Distribution of Age.

Age	Frequency	Percent (%)
18-25	188	94.0
26-34	12	6.0
Total	200	100

This table shows that 94% people are about (18-25) years of age on the other hand 6% people are about (26-34) years of age.

Table 4: Distribution of "Are teenagers using face book for right purpose?"

	Male Female								1												
	S.Dis Dis			Dis	Neu Agr			\gr	S.	S. Agr		.Dis	I	Dis	N	leu	Å	\gr	S.	Agr	
Question	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	Ī
Is face book a source of information fun and games?	29	24.8	26	22.2	23	19. 7	2 7	23. 1	1 2	10. 3	1 9	22. 9	1 7	20. 5	1 7	20. 5	2 4	28. 9	6	7.2	
Are everyone knows the outcomes of face book?	2 4	20. 5	4 4	37. 6	1 7	14. 5	2 6	22. 2	6	5.1	2 3	27. 7	2 2	26. 5	2 0	24. 1	1 3	15. 7	5	6.0	
Is face book more beneficial than harmful?	3	26. 5	2 4	20. 5	3	25. 6	2	19. 7	9	7.7	2 5	30. 1	1 8	21. 7	2 6	31. 3	1 2	14. 5	2	2.4	
Do most of the people comfortable with communicati ng online?	3 0	25.6	1	9.4	3 4	29. 1	3	26. 5	1	9.4	1 9	22. 9	7	8.4	2	25. 3	2 9	34. 9	7	8.4	
Are Teenagers completely understands face book?	2 5	21. 4	2 2	18. 8	2 8	23. 9	2 9	24. 8	1 3	11. 1	1 8	21. 7	1 4	16. 9	2 9	34. 9	1	13. 3	1	13. 3	
Are Teenagers wasting their time for the use of face book?	3	26. 5	1 6	13. 7	3	28. 2	2 2	18. 8	1 5	12. 8	2	25. 3	8	9.6	2 3	27. 7	1 8	21. 7	1 3	15. 7	

According to the survey 20.4% male are disagree that the teenagers use face book for right purpose, 23.5% are neutral and 9.4% are strongly agree that teenagers use face book for right purpose. 25.1% females are strongly disagree 27.3% are neutral and 8.8% are strongly agree that the teenagers use face book for right purpose

Table 5: Distribution of "Is it really helpful for teenagers?"

		Male									Female									
	S	.Dis	[Dis	١	leu	A	\gr	S.	Agr	S	.Dis	[Dis	N	leu	Å	\gr	S.	Agr
Question	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Is informatio n can be easily share on face	4 5	38. 5	1 1	9.4	1 8	15. 4	2 6	22. 2	1 7	14. 5	2 8	33. 7	8	9.6	1 4	16. 9	2 2	26. 5	1 1	13. 3

book?																				
Is face book a good way to keep connecte d with others?	3 0	25. 6	1 2	10. 3	2 4	20. 5	2 9	24. 8	2 2	18. 8	2	25. 3	6	7.2	2 5	30. 1	2	25. 3	1 0	12. 0
Do Teenager s possess enough keyboard skills?	2 9	24. 8	1 8	15. 4	3 4	29. 1	2 6	22. 2	1 0	8.5	1 9	22. 9	1 0	12. 0	2 9	34. 9	2 4	28. 9	1	1.2
Is face book the good way of learning for Teenager s?	3 0	25. 6	2 1	17. 9	3 2	27. 4	2 4	20. 5	1 0	8.5	2 5	30. 1	2 0	24. 1	2 5	30. 1	1 2	14. 5	1	1.2
Will Teenager s quit face book?	4 2	35. 9	1	9.4	3 8	32. 5	1 9	16. 2	7	6.0	2 9	34. 9	1 5	18. 1	2	25. 3	9	10. 8	9	10. 8
Is face book a fashion?	2 8	23. 9	1 2	10. 3	2 2	18. 8	3	25. 6	2 5	21. 4	2 2	26. 5	5	6.0	2 7	32. 5	2	24. 1	9	10. 8

This table shows that 29.1% male are strongly disagree that face book is helpful for teenagers 23.9% are neutral and 13.0% are strongly agree, 28.9% female are strongly disagree, 28.3% are neutral and 8.2% are strongly agree that the face book is helpful for teenagers.

Table 6: Distribution of "Is it really leaving positive impact?"

	Male									Female										
	S.E	Dis)is	1	Veu	A	∖gr	S.	Agr	S.I	Dis	Dis	3	Ζ	eu	Ąç	gr	S. /	Agr
Question	F	%	ᄔ	%	F	%	I.	%	F	%	F	%	F	%	ш	%	F	%	H	%
Is face book converting the world into global village?		26.5	23	19.7	17	14.5	27	23.1	19	16.2	20	24.1	16	19.3	19	22.9	22	26.5	6	7.2
Is face book the place of hackers?		25.6	21	17.9	41	35.0	15	12.8	10	8.5	20	24.1	13	15.7	28	33.7	9	10.8	13	15.7
Is face book reliable website?	31	26.5	23	19.7	29	24.8	27	23.1	7	6.0	22	26.5	17	20.5	30	36.1	9	10.8	5	6.0
Is face book becoming necessary for everyone?	33	28.2	15	12.8	31	26.5	27	23.1	11	9.4	21	25.3	19	22.9	22	26.5	16	19.3	5	6.0
Are organizations using face book for	33	28.2	16	13.7	27	23.1	26	22.2	15	12.8	21	25.3	8	9.6	28	33.7	15	18.1	11	13.3

Business purpose?																				
Is face book useless?	34	29.1	22	18.8	38	32.5	12	10.3	11	9.4	24	28.9	16	19.3	33	39.8	8	9.6	2	2.4
Is face book excellent?	29	24.8	19	16.2	36	30.8	19	16.2	14	12.0	21	25.3	12	14.5	31	37.3	16	19.3	3	3.6
Is face book suitable for everyone?	32	27.4	21	17.9	27	23.1	25	21.4	12	10.3	20	24.1	14	16.9	29	34.9	17	20.5	3	3.6

This table shows that 36.0% male are strongly disagree that face book is leaving positive impact, 35.0% are neutral and 14.1% are strongly agree and on the other hand 33.9% female are strongly disagree, 44.2% are neutral and 9.6% are strongly agree that face book is leaving positive impact.

VI. STATISTICAL VALUES

Table 7: There is no association between gender and teenagers use face book for right purpose.

The following table shows the statistical figures of cases/ questions related to the use of face book for right purpose. In which it's cleared that the results are no association because P-Value of all cases is greater than 0.05.

Cases	Chi-Square Value	P-Value
Is face book a source of information fun and games?	1.30	0.861
Are everyone knows the outcomes of face book?	6.43	0.169
Is face book more beneficial than harmful?	4.03	0.401
Do most of the people comfortable with communicating online?	1.65	0.799
Are Teenagers completely understands face book?	5.58	0.233
Are Teenagers wasting their time for the use of face book?	1.17	0.883

Table 8: There is no association between gender and it really helpful for teenagers.

The following table shows the statistical figures of cases/ questions related to the use of face book that it is really helpful for teenagers. In which it's cleared that the results are no association because P-Value of all cases is greater than 0.05.

Cases	Chi-Square Value	P-Value
Is information can be easily share on face book?	0.79	0.939
Is face book a good way to keep connected with others?	3.72	0.446
Do Teenagers possess enough keyboard skills?	6.62	0.157

Is face book the good way of learning for Teenagers?	7.13	0.129
Will Teenagers quit face book?	6.11	0.191
Is face book a fashion?	8.10	0.088
 Table 9: There is no association between gende	er and it really leaving pos	itive impact.

The following table shows the statistical figures of cases/ questions related to the face book is leaving positive impact. In which it's cleared that the results are no association because P-Value of all cases is greater than 0.05.

Cases	Chi-Square Value	P-Value
Is face book converting the world into global village?	5.39	0.250
Is face book the place of hackers?	2.52	0.642
Is face book reliable website?	6.18	0.186
Is face book becoming necessary for everyone?	4.07	0.397
Are organizations using face book for Business purpose?	3.23	0.520
Is face book useless?	4.40	0.354
Is face book excellent?	4.97	0.290
Is face book suitable for everyone?	5.54	0.236

VII. CONCLUSION AND RECOMMENDATIONS

According to the result of the respondent it is clear that the trend of using face book among teenagers is creating harmful effect on students and also the teenagers because teenagers are at their growing stage and this type of social networking is leaving negative impact on teenagers, they waste their precious time for the use of face book and are playing games, chatting and using other aspects of face book therefore boys and girls equally use face book while the number of boys using face book is slightly high. Teenagers at the early and ending years of their teenage indulge in glamour, fashion and other activities of self-importance.

The results show that the trend of face book usage was found high. As face book is an interesting

way of criticizing the individualistic attitude of teenagers of this generation. They shoot on face book themselves and sometimes secrete face book account. It is clear that the teens have similar outline of thought .They just use the face book more for pleasure. The results of the current study also showed that vital difference in usage of face book between knowledge enhancement and pleasure. The teenagers use face book more for pleasure than knowledge. The busy schedule of the parents; to meet such an expensive life, has ignored the interest in the activities of the teenagers. The interest of teenagers in face book has almost also replaced the routine of regular TV, they use face book more than they watch TV programs and because of this the part of taking some competitions and regular games is also decrease which is creating health problems. Parents do not know that their teens typically use the internet to communicate with people they don't know in the offline world because they much busy of their own work in this busy world. Parents thought that their teens are doing safe online networking but the result shows that their teen are going wrong way, which is not good for their coming future therefore the teachers and parents must pay full attention on their teens, they must give them a spare time to play regular games like cricket, football etc. Instead of playing fake games in this way they avoid the health problems. With the help of parents and teachers the trend of this inhabit social networking among teenagers may decrease.

References Références Referencias

- 1. Boase, J., Horrigan(2006). The strength of Internet ties.Pew*Internal and American Life Project*.Retrieved May 20, 2006.
- 2. Dr. K., Malik, S. (2012). Case Study/Trend of using face book among teenagers: City Islamabad, Pakistan. National University of Modern Language (NUML).
- 3. Ellison, N. (2006). Managing impression online. *Journal of Computer Mediated CoGross, R., &Acuisti, A. (2005, November). Information revelation and privacy in online social networks. Paper presented at the WPES'05, Alexandria, Virginia.mmunication, Retrieved June 30, 2007.*
- Gross, R., &Acuisti, A. (2005, November). Information revelation and privacy in online social networks. Paper presented at the WPES'05, Alexandria, Virginia.
- 5. Hampton, K., & Wellman, B. (2003). Neighboring in Netville: How the Internet supports community and social capital in a wired suburb. *City & Community*, 2 (4), 277-311.
- 6. Heino, R., & Gibbs, J. (2006). Managing impression online. *Journal of Computer Mediated Communication*, Retrieved June 30, 2007.

