# EXPLORING THE USES OF FACEBOOK AMONG TEENAGERS IN PAKISTAN

**Dr. Abdul Wajid Khan**
**Assistant Professor**
**Department of Media Studies**
**The Islamia University of Bahawalpur, Pakistan**

**Malik Adnan**
**Visiting Lecturer (Communication Studies)**
**Directorate of Distance Education**
**Bahauddin Zakariya University Multan, Pakistan.**
**Sajjad Hussain**
**Public Relations Officer**
**Punjab Emergency Services**
**Rescue 1122, Headquarters Lahore, Pakistan**

**Nimra Afzal**
**Department of Statistics**
**The Islamia University of Bahawalpur, Pakistan**

**Muhammad Farooq Gilani**
**Visiting Lecturer (Media Studies)**
**The Islamia University of Bahawalpur, Pakistan**

**ABSTRACT**

*Facebook is a wonderful innovation in the Internet age whereby people are interconnected in the global network society. Teenagers are among the most active users of facebook in online communities. This research investigates dimensions of teenagers' facebook usages and their perceptions regarding facebook. This study was accomplished by a survey method and grounded in Uses and Gratifications. It was survey type research and data was collected through the questionnaire. 300 sampled of teenagers fill the questionnaire, non-random sampling techniques was applied to select sample units. The main objective of the study was to analysis the using habits of facebook among teenagers. The sample was taken from Bahawalpur City, a former state and now one of the divisional headquarters in Punjab province of Pakistan. Collected data was analyzed in term of frequency, percentage, and mean score of statements. Majority of the respondents shows the agreements with opine Facebook as their favorite social media form, and then the like Skype as second popular form of social media in Bahawalpur-Pakistan.*
**Keywords:** Facebook, Teenagers, Social networking sites, Teenagers, Internet, Pakistan

**Introduction**

We are living in the 21$^{st}$ century which is now very advanced in context of technological advancements and developments. Internet is unlimited universe of information where one can get each and every thing related to his needs. Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions. Facebook is most famous type of Facebook in Pakistan now a day. Its use is extending in our society. Many people are registering on Facebook with increasing rate; this is most popular form of Facebook which is easy to use for its users. Face book is an online social networking service, whose name firstly used from the colloquial name for the book given to students at the start of the academic year by some university administrations in the United States to help students get to know each other. It was founded in February 2004 by Mark Zuckerberg with his colleagues, roommates and fellows Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes .Facebook now permits any users easily who state them to be at least 13 years old he becomes registered users of the Facebook. In today's social world  facebook having various impacts on teenager's life in both ends some time impacts are in the favor of teenagers's social life and sometimes theses impact are negative  to its user. Facebook might be sometimes seemed like just a new set of cool tools for involving young people. Sometimes you may use it this way and that's ok there are some pretty cool new tools around but the emergence of Facebook potentially has a bigger impact than that. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multimedia and multi-tasking. And it impacts upon organizations who need to remain relevant to a new generation, and who find their own work and structures being changed by changing communication tools and patterns of communications. Facebook impact on teenagers on both ends good and bad Facebook is one of most influences impacting source throughout the world including Pakistan people do have these influences of Facebook which has enhanced the exposure of the people and create more awareness among teenagers. Teenagers is highly involved in Facebook. In today's world Facebook tools are woven into many young people's day-to-day lives. Young people are in conversation and communication with their peer groups using a wide variety of different media and media devices every day. 10 years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in town. Now young people can be touch through instant messaging, social networks, online games and many other tools. Young people are growing up in a constantly connected society. Facebook started in 2004, when it was launched by Mark Zuckerberg, an undergraduate student at Harvard University. Zuckerberg made Facebook simply as a virtual place for Harvard's students to get to know each other better and to make new friends. Until September 2006, only those who had email address ending with .edu could join as members. It changed when the Facebook membership is opened to the general public, allowing anyone with a valid email address to become a member of Facebook, however, full profile of Facebook users remained restricted for full viewing only to those within the same network .Facebook was founded in 2004; its mission is to make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what

matters to them. There are one billion monthly active users as on October 2012. Approximately 81% of monthly active users are outside the U.S. and Canada. There are 552 million daily active users on average in June 2012 and600 million monthly active users who used Facebook mobile products in September 2012.It's headquarter is situated in California. People use Facebook to keep up with friends, to upload an unlimited number of photos, and to learn more about the people whom they meet online (Elder-Jubelin, 2009). Facebook also allows users to create and to customize their own profile with photos and with miscellaneous information, namely, basic information, personal background, contact information, and education history.  Basic information on Facebook includes user name, hometown, gender, birth date, interests (for example: women, men), looking for (e.g. friendship, relationship, and networking), political views, religious views, and family members. While personal information comprises interest, favoritemusic, favorite quotations, favorite movies, favorite television shows, and favorite books .On one hand, contact information contains email address, personal website/blog, instant messaging screen names, home address, mobile and land phone numbers. On the other, education history includes information on university, high school, city/town, and study specialization. Facebook also permits its users to set their own privacy settings. There are two types of privacy setting on Facebook, that is, public profile and private profile. Public profile is open for all to view, while private profile restricts its information to a list of friends that the users chose. Each profile is also customized with many features. According to Elder-Jubelin (2009), the useful features on Facebook are the chat feature, a network, and a wall. The chat feature allows Facebook users to talk to their friends on the site. The wall feature displays public conversation between Facebook users and their friends. The wall also contains users' profile picture, full name, and list of friends. Facebook also permits users to share status, links to videos and news articles on the wall. Status is a line of information that appears next to Facebook users' profile picture. It aims to inform a user's friends about his/her current activities or thoughts. To share links to video or news articles on Facebook means that users can embed videos or news articles from other website to their profile. For example, videos from Youtube.com and news articles from different newspapers. Internet has brought about revolutionary changes in the lives of the human beings where one can get myriad of information anywhere at any time around the globe. With the passage of time people have developed dependencies upon the technological tools like internet. Different websites have provided free email accounts which have enabled the people to communicate across the world beyond their imagination and expectations. With the help of internet technologies and latest innovations social networking media sites like Facebook has paved the way to interact and communicate throughout the world to share their views and ideas. The young generation of our country is greatly attracted toward the social networking media websites like Facebook, particularly the university students. They have been found to be highly dependent on the social networking sites for the sake of information seeking, entertainment, chatting, and posting, status updating as well as communicating and making new friends. With the passage of time and popularity of Facebook in the developed world as well as in the developing world, has created the desire among the youngsters to use Facebook in order to contact with friends, relatives, family members and celebrities. So it's a high time to conduct a study on facebook usages among teenagers.

**Literature Review**

Foregger (2008) in her study on the uses and gratifications of Facebook found that there were nine motives relate to the use of social network site such as passing-time, social information, utilities and upkeep, channel use, marketplace, maintain, and establish old ties, social comparison, attractiveness, and interconnectedness. Facebook seems to be a strong attraction for students to go online because the web support the motivations like self-discovery, social enhancement, and interpersonal connectivity for them to join the site. Yu, Tian, Vogel, and Kwok (2010) suggest that social network sites offer a unique opportunity to promote socialization to the college environment. They argued that social network sites can help students to learn about their peers and college which in result can create satisfaction and affiliation with the University. Student' sense of belonging whether they feel included in their college community has a documented relationship with college adjustment. For instance, student perceptions of belonging have been positively associated with feelings of social acceptance and academic competence. Cavali and Costa (2009) argued that Facebook has significantly transformed the habit of young Italians. They conducted a qualitative research study which was based on interviews with University students. They argue that the young students transforming their habits online and there is a massive adoption of Facebook since the last two years. They explore that how young students are appropriating Facebook usage. They also argue that Facebook as the leader platform in social networking and as preferred online environment in which students construct meanings and communicate, share experiences. The Facebook has changed the ways of interpersonal communication and it has produced other forms of media. Rackee(2008) says that the increased use of Facebook has changed the way of interaction. He conducted a study to evaluate what are theusages of social networking sites and what sorts of gratifications are being obtained by the users. The results show that the students use social networking websites more for making new friends and locating old friends. He also found that many uses and gratifications are met by these websites according to the social needs of students. The main findings indicate that major portion of the students use these sites to keep in touch with friends and share their interest with the people in their contact lists.  Sweester and Weaver(2008) conducted an analysis of Facebook wall comments in 2006 midterm election in U.S. They argued that voters who write on wall of candidate felt friendly attitude with the candidate and they feel closer to the candidate to share their own point of view. There were more positive and supportive comments written by the Facebook users. They suggested that the dialogic feature of Facebook is more effective establishing the relationship between voters and candidates. Boyd and Heer (2006) argued that friendship networks play important role for joining the Facebook and other Facebook and it is consider as the social connectivity and feel a need to communicate with their friends, community peers, class mates and their friends. Maqsood (2008) concluded in his study 'Use of social networks and information seeking behavior of students during political crises in Pakistan; that students of universities use the social networking websites as an alternative medium for the freedom of speech and expression and a tool of awareness about their political rights and to discuss on the political issues freely. They indicate that the use of social networks is for exchanging information and ideas whish they cannot express and share on other media. The students consider the Facebook as a tool for promoting the democracy in the country. Shafiq and Bushra (2010) examined in their research article the exploitation of Facebook among the university students. They explained that Facebook is

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

International Journal in Management and Social Science

http://www.ijmr.net.in email id- irjmss@gmail.com     Page 339

frequently used for social contact, for video conferencing, for advertisement, to find contacts and social communities of their own interests that for making friends, sharing information. They also found that Facebook was also being used for seeking information for research work as well as for entertainment.  Zafras (2011) says that usage of Facebook has recently increased among university students. He found that 79% of university students are using Facebook with an average of 1-2 hours per day. He conducted research at university of Colombo to explore the extent of Facebook usage and its social and psychological impact on users. He found that psychologically the extent use of Facebook is negatively associated but when it is used for education and information seeking it is associated positively. Steinfieldand Lampe (2008) in a study done using undergraduates in the Michigan University, it was found that Facebook is considered to be part of the daily routine of users, and users were engaged in lightweight contact via Facebook throughout the course of the day. Users felt they received positive information from the site. They failed to come up with any major negative consequences of their Facebook participation. Acquisti and Gross (2006) argued that social network sites like Facebook provide attractive means for information and communication but they also raise the privacy and security concerns. But with the privacy concerns, the individuals also join the social network sites while some people manage their privacy concerns by holding information in their control. They found that there is significant misconception among some members about online community and the visibility of their profiles. Joinson (2008) conducted a study to investigate the uses of social networking website Facebook and the gratifications users derive from these usages. He found that that the users of Facebook derive a variety of gratifications from these websites. He identifies some unique usages including social interaction, shares identities, content, social network surfing and status updating. The users also use Facebook for building social capital, for connection with people and also for their status updates also for presenting themselves. There are different usage patterns and gratifications people get and which also motivate the people to use these websites. Abdul Basit (2013) he said that Facebook is a platform that leak out the inner habits of youth in front of people that how they have the attitude towards the society, its bring out the work done by nature of human that have and might be good or bad in youth. The interest to research work getting lower rate among youth and youth is passive on social media shared information, curiosity and rush is becomes the habits of youth. No one have need to verify any information about a person and try to share the information on face book immediately, different group evolve the fake news against their rivals and share it on social media. And the most important influence that find out is intolerance and sectarianism (Basit, 2013). Danha Boyd (2007) that after interviewing hundreds youngster users of social media and analyze thousands of profile she has come to taxation that popular social networking sites like as Facebook and MySpace are divide the society into race and class system and many user replace the social networks by these reasons and migrate from MySpace to face book. She states that the practice of youngsters on social media is focusing mostly on MySpace. MySpace was selected by youth due to the familiarity of the site at that time among. Boyd says that youth mostly joined MySpace to maintain friendships with their pre-existing friend groups. Boyd assess as the Ghetto of the social website and take interest for those less educated, less cultured, and predominantly for cultural sections. Facebook over took MySpace in the large number of active users in 2008 migrate from MySpace to Facebook. Boyd says when people are actually divided then they do not share ideas, feelings and people dislike communicating with each other and this can raise intolerance. Boyd challenging claims generate a group of

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

International Journal in Management and Social Science

http://www.ijmr.net.in email id- irjmss@gmail.com      Page 340

discussion they keen to potential concerns for those trying to successfully broadcast messages through social media. Instead of handling social media like a massive and digital mixture she suggests that sellers should be alert and account for racial and ethnic divides on social media. She also draws the attention to the political insinuation also considered in discussion. She find out politicians want to boost forms of civic participation through social media and should avoided excluding certain population by knowing the useful figure out how to boost cultural and racial groups to mix in the virtual world (Berkman, 2007). Brittany Grube (2012) he defines that influence on youth social media is creating additional challenges like as privacy leakage that is not changeable and insecure the security and information that can be using any one for any purpose specially cyber bullying and kidnaping the people and it is just leak out by social network sites that are insecure and privacy is not slid on social media sites (Grube, 2012). Gwenn Schurgin (2011) he describes that several mediums have been conducted wars of words for this cause. So it have advantages the ability to came in close the strangers to home, Many strangers having on these social networking sites with fake names and fake IDs and the victims of these representing individuals often end up in an painful situation. He used a new term Stalking that is raised to characters who follow other people. Inspecting their life events regularly without the person's knowledge. Stalking is observed many times as a painful reason because it became many time leaks out important and most personal privacy, Though people still frequently post information and events regarding their personal life to their close ones relative and friends community. The major social media websites like Facebook happening as a service within a university and group of university to keep pathway of people and their relationship position. And social media is also present various other functionality with holding events and creating pages for business projects, different types facilities (Schurgin, *et al.,* 2011). Sebastian Valenzuela and others (2008) they find reasonable and positive activities between intensity of Facebook use and students life gratification so social trust, public input and political engagement they find out that social media is providing a satisfactory place to communicate and develop the relationship among students community. Facebook is one of the most famous sites among social network sites in the America. That accomplishes the ability of public reportage that reflects in the behavior of people (Valenzuela, *et al.,* 2011).     Australian Psychological Society (Mathews & Cameron, 2010) they find out the impact of social media as psychologically aspect number of children and youngsters have facing maximum cyber bullying their findings in a survey report some of the contributors response that they had at least not a good experience of social media using and for a number of users the experiences was reflected unwanted friends requests , people posting irrelevant and inaccurate information and some respondents express that people use bullying such as abusive messages and harassments (Elaheebocus, 2013).     Mauritian (2010) the findings were that the majority among sampled youths were using social media on a large scale main purpose of social media used for communication. Although social media have a positive impact on youth but Mauritian find out in his study and majority of samples express their feelings that social media having negative impact on adolescent. Majority of youngsters are getting access to the social media and a large number of youth is adopting the new trend of social media forms like as Facebook, twitters, Skype. Mauritius said there is no in depth study conducted on the usage pattern of social media among young people and the impact of social media on their education and social life (Elaheebocus, 2013). Abasyn Journal of Social Sciences (2011) Shahzad khan's findings are that students whose age limit is from15 to 25 years majority use social media for entertainment. 60% of

male students commonly used social media to acquire knowledge. Students of bachelor class commonly prefer social media for entertainment (Khan, 2012).  Panoramaracha Mourtada (2012) Mourtada find out that Arab women and youth in specific have become more engaged in political and civic activities and playing a important role in the rapid and historic changes promoting the region. Meanwhile the debate about the role of social network sites in these revolutions has reached policymaking circles at the region-al and global levels. Social media usage continuously to cultivate meaningfully across the Arab world and joined with major change in usage trends (Mourtada, 2012). Matt Fields (2013): Fields find out that It is unstable that how teens are interacting with peers, parentages and how youngsters utilizing the social media. According to his info graphic from 8 years old age child use social networks site regularly and 13to 17 years old age child are register on face book with 58 percent he find out that five million users of face book are 10years old (Fields, 2013). Alex Beattie (2013): The internet was intended for the free exchange of material, across borders and without boundaries and internet facility has certainly changed life for the better by share information and knowledge, development originality and optimistic connectivity to the world he find out that Twitter users tweet 400 million times a day while Facebook processes 500 terabytes of new data every 24 hours. He said that in a psychological research that was published in the Public Library of Science face book has an opposing effect on emotion and happiness of people (Beattie, 2013). Barneys (2012) describes that social media becomes additional combined into the lives of employees and the risks can begin to negatively affect the workplace. He put an example of brand of different things that post by incorrect features by an employee on organization biographical page so it is little mistake become a reason a big misunderstanding because there was no an authority to check the quality and feature of product and advertisement page (Barneys, 2012).

**Research Methodology**

The survey was conducted, through the questionnaire opinion and perception was discriminate about the Facebook among teenagers and statements were developed related to the various aspect of teenager's life and society.  There are many theories that might be perfect to support our study but most suitable and according to the nature of study that are uses and gratification theory**.**

**Objectives**

The objectives of the study were as following:

1. To evaluate direction of teenagers to utilizing Facebook.

2. To assess the beneficial and preferred form of Facebook for teenagers.

3. To evaluate the attitude of teenagers towards Facebook and measure the spending time on Facebook.

4. To analyze the dependency of teenagers on Facebook and it's exhausting in life routine.

5. To find out the characteristics of the teenagers using Facebook.

6. To explore the patterns of Facebook usage among teenagers.

7. To explore the time consumptions pattern of Facebook by the teenagers.

**Statement of the Problem**

The study was design to analyze the using habits of Facebook among teenagers and the exploring the issues as well.

**Hypothesis**

- It's more likely to be that say that Facebook is favorite form of social media among teenagers.

- It's more is likely to be say that in during Facebook use teenagers share entertainment links.

**Population and sample**

The population of the study contains on teenagers of Bahawalpur- Pakistan. The population of teenagers of Bahawalpur a sample of 300 youngsters was selected and none random sampling method was used to select the sample from all over population among teenagers including male and female in Bahawalpur-Pakistan. The questionnaire was distributed among the sample by approaching them personally and as it is 300 copies of questionnaires were distributed among the samples and after completion were collected.

**SPSS Analysis and interpretation**

Statistical Package for the Social Sciences (SPSS) was used for the data analysis and interpreted. The presentation of data was in the form of graphs and frequencies.

**Table No. 1.1**

**Which place you are using for Facebook connection**
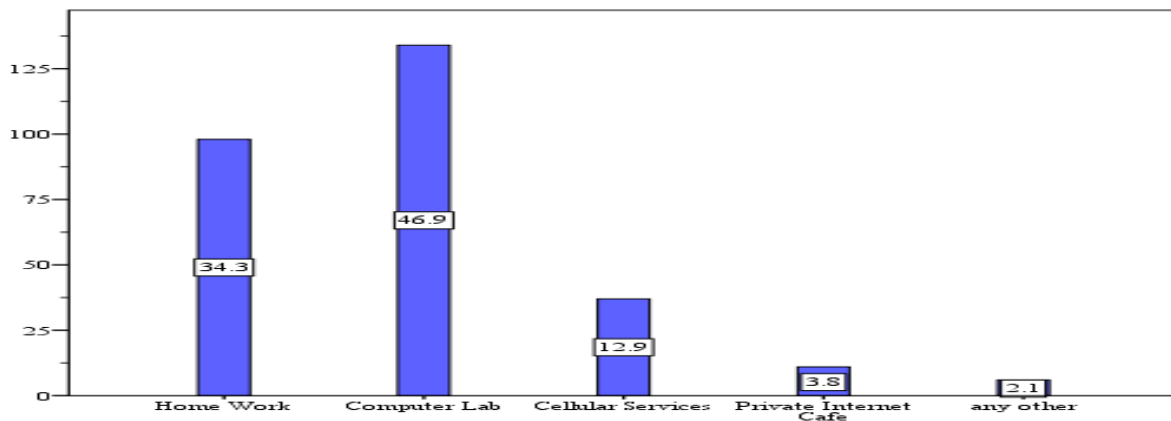


Table No. 1.1 shows that which place you are using for Facebook connecting. Where 34.3% responded for home network, 46.9% responded for computer lab, 12.9% responded for cellular services, 3.8% responded for private internet cafe, 2.1% responded for any other while 1.4% respondents did not responded for the statement

**Table No. 1.2**

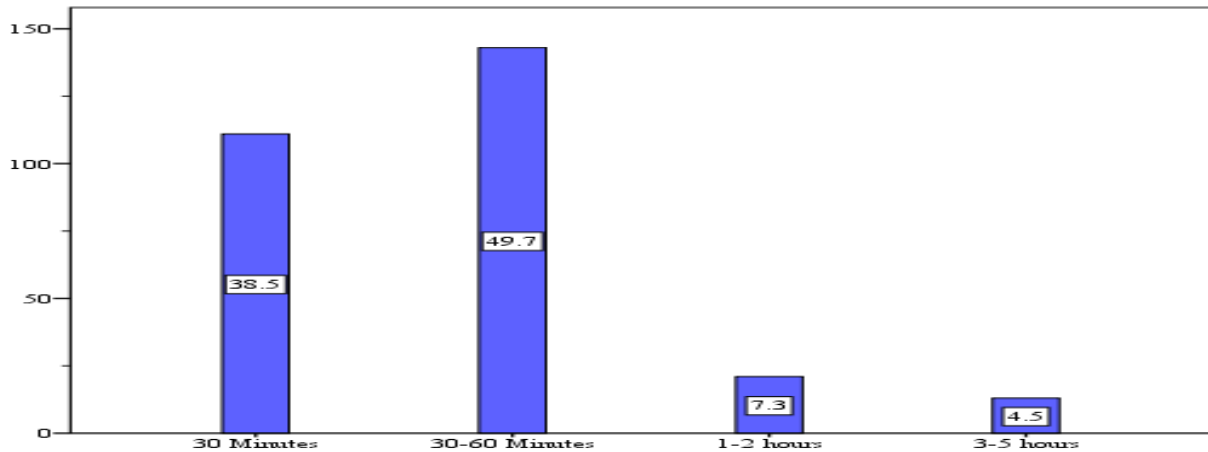**Daily duration that you spend on Facebook**



Table No. 1.2 shows the daily routine of teenagers using Facebook. Where 38.5% responded for 30 minutes, 49.7% responded for 30-60 minutes, 7.3% responded for 1-2 hours, 4.5% responded for 3-5 hours while .7% respondents did not responded for the statement.
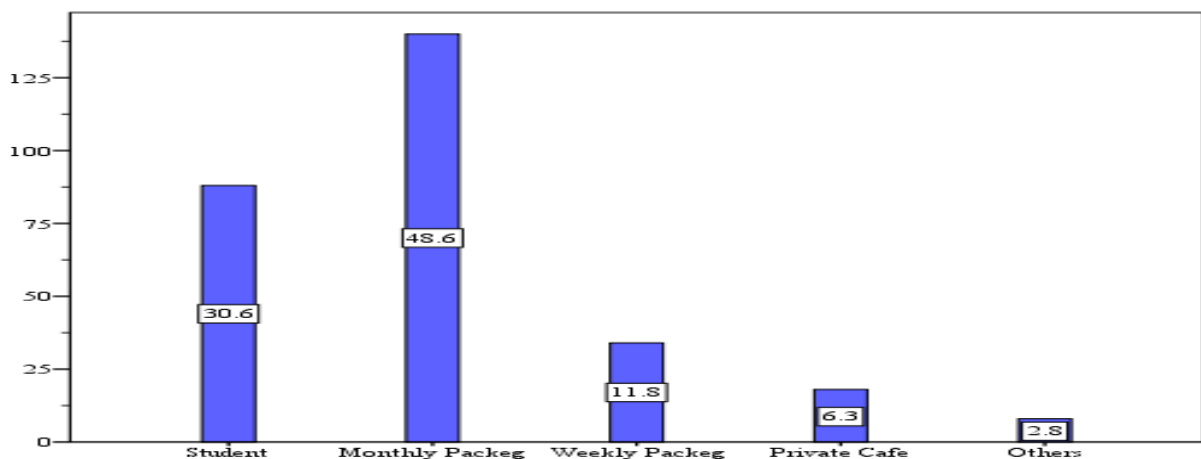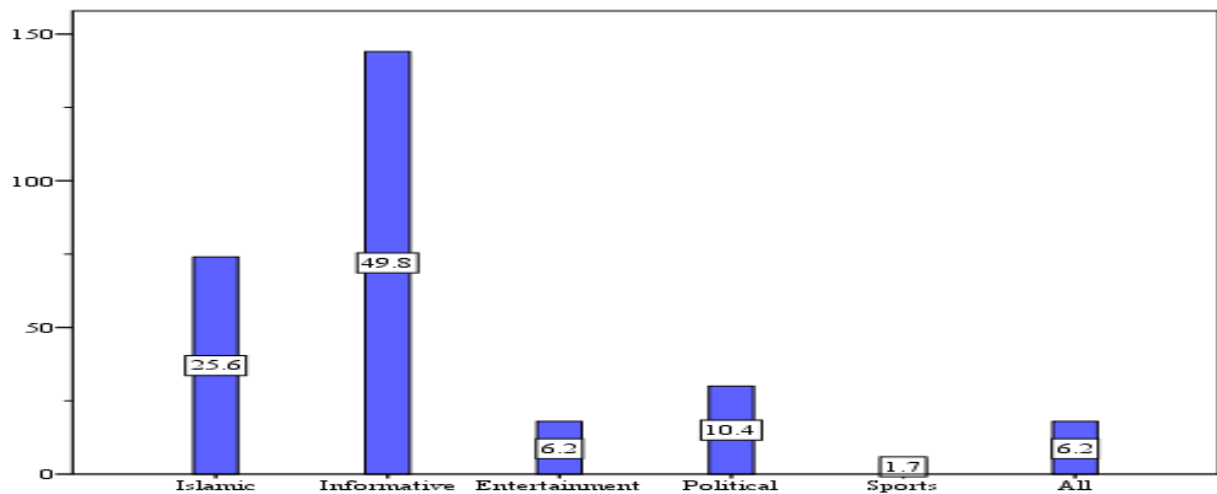
**Table No. 1.3**

**The internet package you are using**



Table No. 1.3 shows that the internet package you are using. Where 30.6% responded for DSL package, 48.6% responded for monthly package, 11.8% responded for weekly package, 6.3% responded for private internet cafe, 2.8% responded for others while .7% respondents did not responded for the statement.

**Table No. 1.4**

**You mostly share which links for your contact or friends.**



The Table No. 1.4 shows the mostly shared links from contact or friends. 25.6% responded for Islamic, 49.8% responded for informative, 6.2% responded for entertainment, 10.4% responded for political, 1.7% responded for sports, 6.2% responded for all while .3% respondents did not responded for the statement.
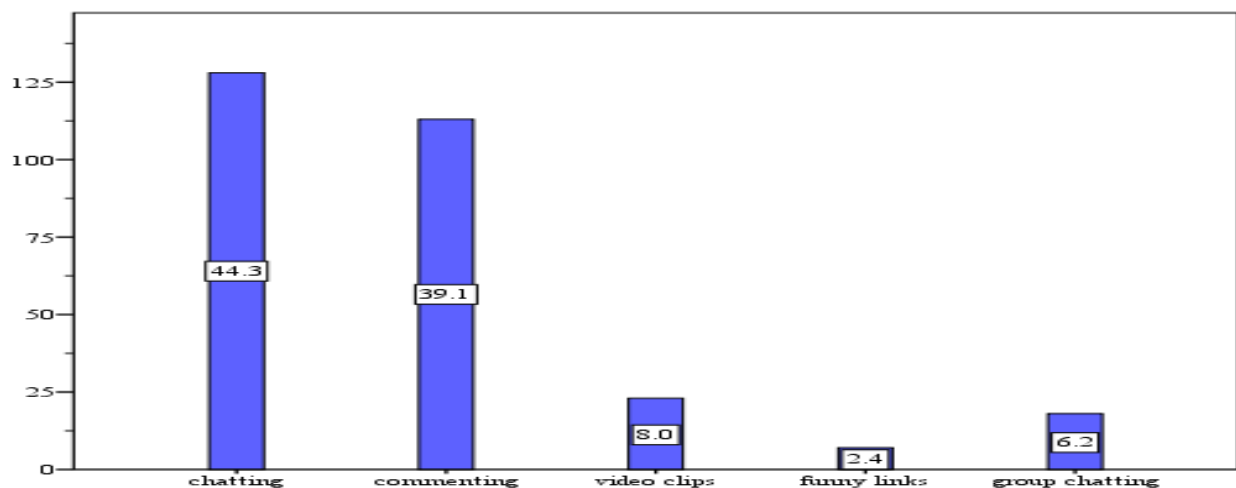
**Table No. 1.5**
**You use Facebook for entertainment through**



Table No. 1.5 shows the use of Facebook for entertainment. where 44.3% respondents  get entertainment through chatting, 39.1% responded for commenting, 8% responded for video clips, 2.4% responded for funny links, 6.2% responded for group chatting while .3% respondents did not responded for the statement.

**Table No. 1.6**
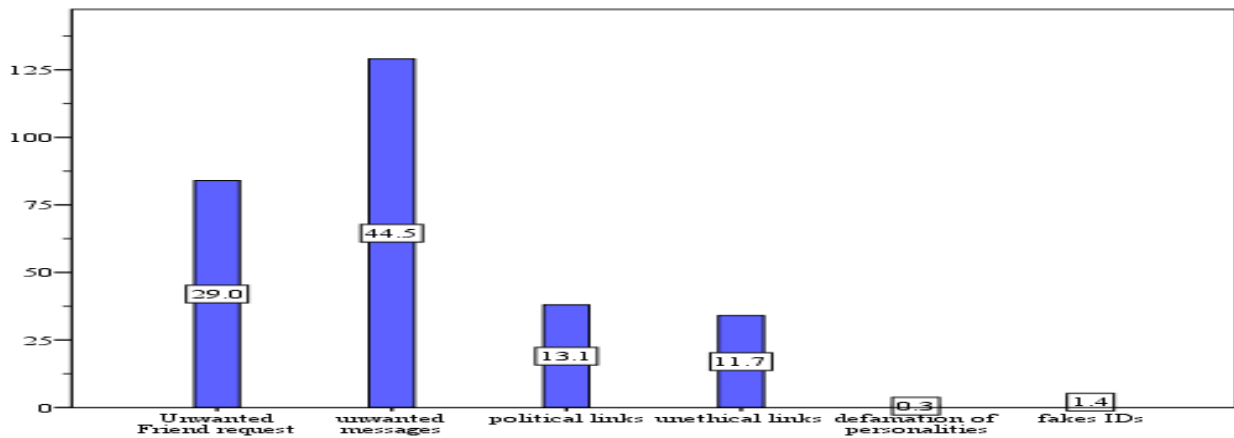**You mostly face problem in using Facebook.**



Table No. 1.6 shows that users mostly faced problems in using Facebook. Whereas 28.97% unwanted friend request 44.5% responded for unwanted messages, 13.1% responded for political links, 11.7% responded for unethical links, 0.3% responded for defamation of personalities, 1.4% responded for fake's ids.

**Table No. 1.7**

**During the use of Facebook chatting, calling, sharing links, liking links is the wastage of time for teenagers.**
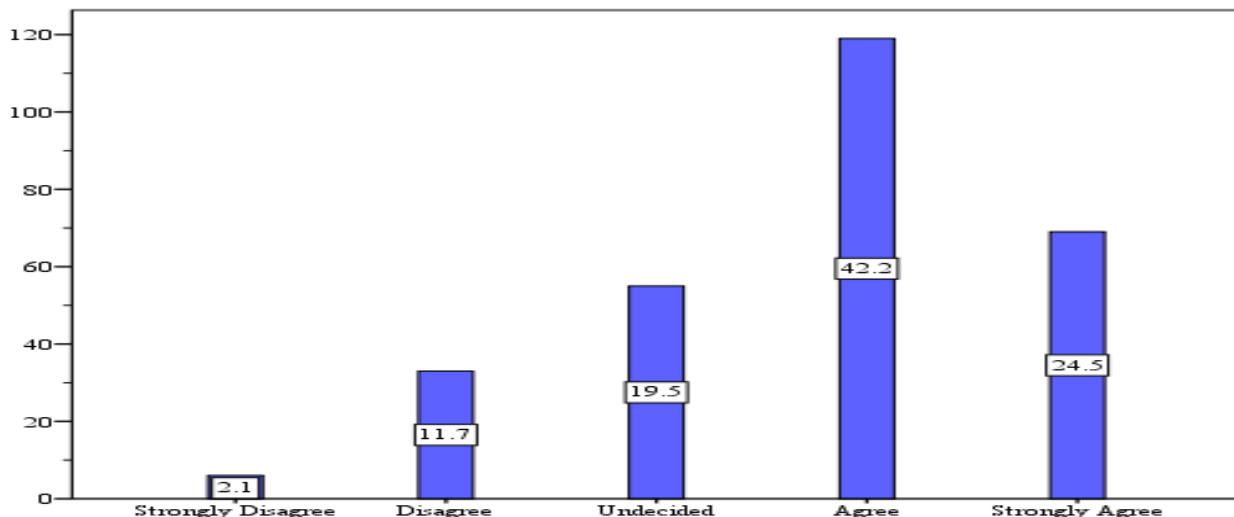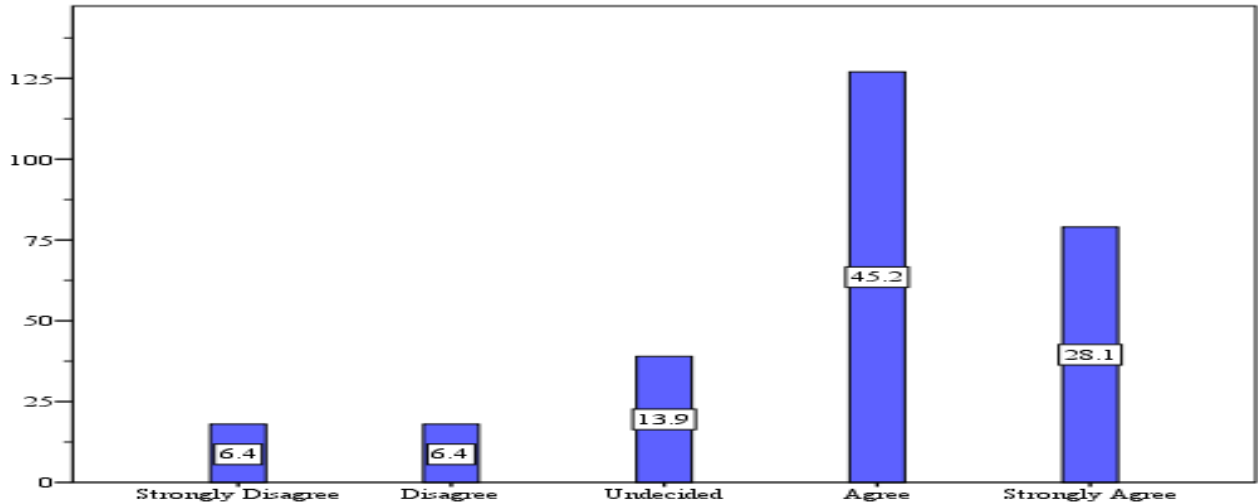


In the Table No. 1.7 students were asked if upon Facebook chatting, calling, sharing links, liking links is the wastage of time for teenagers., where  41.0% of the respondents  agree, 23.8% of the respondent responded strongly agree while 19.0% of respondents was uncertain about the

statement. 11.4% disagreed and 2.1 % respondents were strongly disagreed with the statement the mean score 3.75supported the statement. So the majority41.03% of respondents supported the statement while 2.8% of the respondents did not respond for this statement.
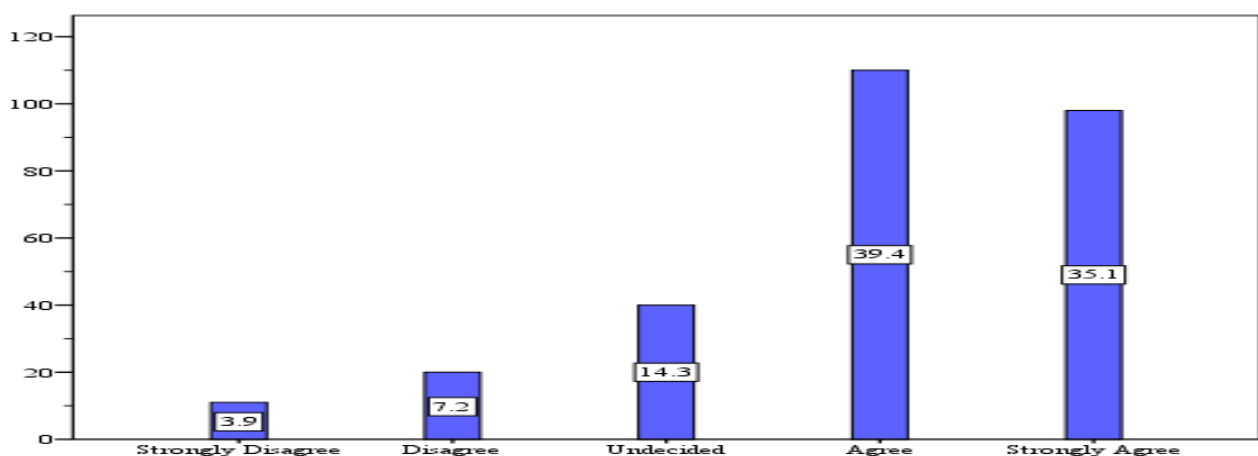
**Table No. 1.8**

**Facebook is necessary for teenagers now a day**



In the Table No. 1.8 students were asked that Facebook is necessary for teenagers now a day. Where 43.80% of the respondents agree, 27.24% of the respondent responded strongly agree. While13.4% of respondents were uncertain about the statement and 6.2% disagreed 6.2% were strongly disagreed. The mean score 3.82 supported the statement. So the majority of respondents supported the statement while 3.1% of the respondents did not respond for this statement.
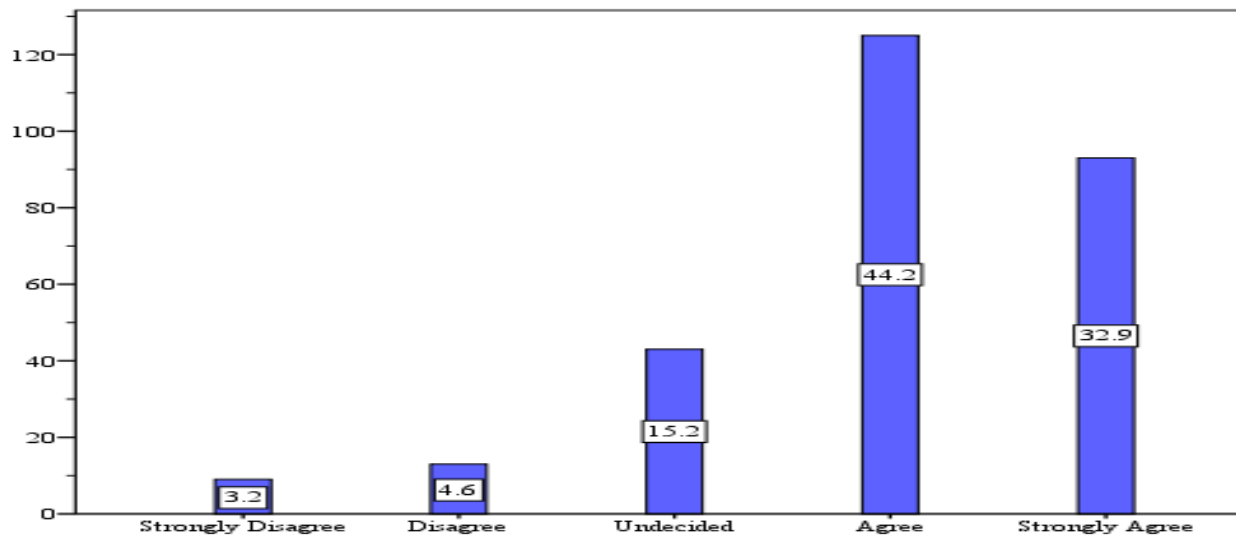
**Table No. 1.9**

**Facebook promotes unethical pictures, video clips and images among teenagers.**

In the Table No. 1.9 teenagers were asked that Facebook promotes unethical pictures, video clips and images among teenagers. Whereas 37.93% of the respondents agree, 33.79% of the respondent responded strongly agree. While13.8% of respondents were uncertain about the statement while 6.9%disagreed, 3.8%stronlgy disagreed with the statement. The mean score 3.95 supported the statement. So the majority of respondents supported the statement while 3.8% of the respondents did not respond for this statement.

**Table No. 1.10**
**Uses of Facebook is becoming a hobby of teenagers to kill the time**



In the Table No. 1.10 students were asked that Facebook is becoming a hobby of teenagers to kill the time. Where 43.10% of the respondents agree, 32.07% of the respondent responded strongly agree. While 14.8% of respondents were uncertain about the statement while 4.5% were disagreed, 3.1% were strongly disagreed with the statement. The mean score 3.99 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement.

**Table No: 1.11**

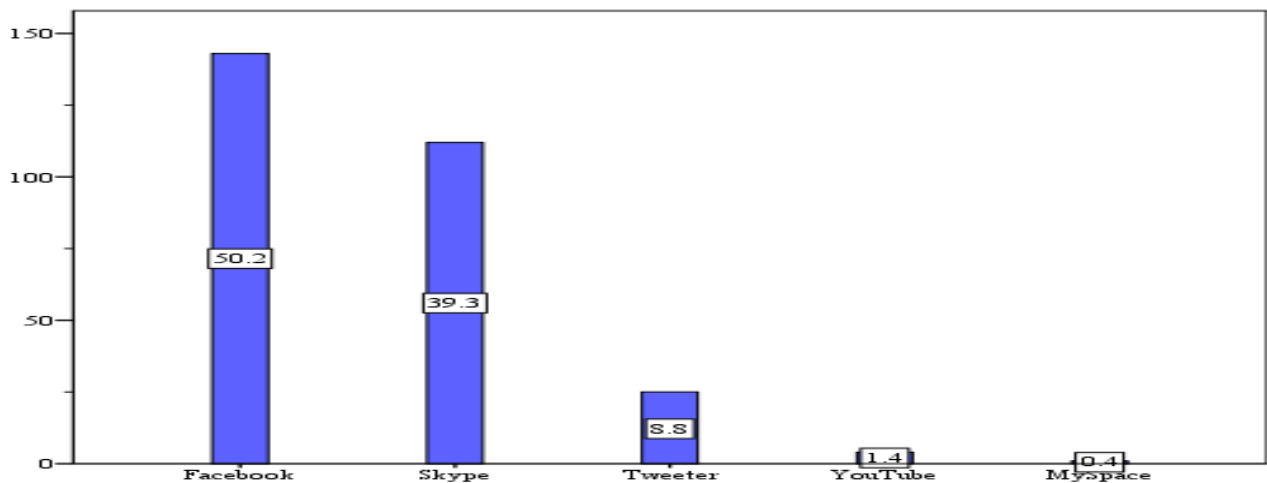**What is your favorite form of social media**



Table No. 1.11 shows the statement that your favorite form of social media. 49.3% responded for Facebook, 38.6% responded for Skype, 8.6% responded for twitter, 1.4% responded for YouTube, 0.3% responded for MySpace while 1.7% respondents did not responded for the statement.

**Findings**

According to the analysis of survey which is drawn the opinion and response of teenagers about the usage of Facebook. The research elaborates in response to the question that which place you are using for Facebook connecting. About 34% responded as home network connections as the primary place for them, 46.2% responded as educational computer labs, 12.8% responded as cellular services, 3.8% responded as private internet cafe, 2.1% responded as any other while 1.4% respondents did not responded for the statement. The results show that majority of the sampling population use educational computer labs as their primary source for social networking. When asked about the rate of daily time consumption on the Facebook which you spend duration that you spend, 38% responded as 30 minutes, 49% responded as 30-60 minutes while the remaining 13.3 per cent responded between 1-2 hours, 3-or above, while 0.7 per cent did not answer to this question. The calculation shows that the rate of daily time consumption is above the 30 minutes in their daily usage. When asked about the internet package which a respondent utilizing, 48.3% responded as monthly package, 30 % responded as DSL package, 11.7% responded as weekly package, 6.2% responded as private internet cafe, 2.8% responded for others while .7% respondents did not responded for the statement. The calculation finds that almost 50 per cent sampled population use their monthly home social networking packages followed by the university monthly package. When asked about the mostly shared links for contact or friends; 26% responded as Islamic, 50% responded as informative, 6% responded for entertainment, 10% responded as political, 1.7% responded for sports and 6.2% responded for 'all' while .3% respondents did not responded for the statement. The majority of the sampled population share links related to the informative matters followed by the religion-related posts and links. The political links adjust at number three in the findings. When asked about the place for using of Facebook for entertainment; Approximately 44% respondents get entertainment through chatting, 30% responded for

commenting, 8% responded for video clips, 2% responded for funny links and remaining responded for group chatting while .3% respondents did not responded for the statement. The results show that majority of the respondents get entertainment through SMS chatting followed by link commenting. When asked about the users mostly faced problems in using Facebook; 29% unwanted friend request 45% responded for unwanted messages, 13% responded for political links and the remaining 12% responded for unethical links and 0.3% responded for defamation of personalities, 0.7% responded for fake's ids. The results show that the majority of the respondents experienced unwanted messages as their key problem. When asked from the students were asked Facebook is beneficial for teenagers in the field of education; 44% of the respondents agree, and 37% of the respondent responded strongly agree. While13% of respondents was uncertain about the statement. 3% disagreed and remaining was strongly disagreed with the statement. The mean score 4.12 supported the statement while 2.1% of the respondents did not responded for this statement. When students were asked that if upon Facebook chatting, calling, sharing links, liking links is the wastage of time for teenagers; about 41% of the respondents agree, 24% of the respondent responded strongly agree while 19% of respondents was uncertain about the statement. 11% disagreed and 2 % respondents were strongly disagreed with the statement the mean score 3.75supported the statement. So the majority41.03% of respondents supported the statement, while 2.8% of the respondents did not respond for this statement. When the students were asked students that Facebook is necessary for teenagers now a day. Where 43.80% of the respondents agree, 27.24% of the respondent responded strongly agree. While13.4% of respondents were uncertain about the statement and 6.2% disagreed 6.2% were strongly disagreed. The mean score 3.82 supported the statement. So the majority of respondents supported the statement while 3.1% of the respondents did not respond for this statement.  When teenagers were asked that is Facebook becoming a hobby of teenagers to kill the time. Where 43.10% of the respondents agree, 32.07% of the respondent responded strongly agree. While 14.8% of respondents were uncertain about the statement while 4.5% were disagreed, 3.1% were strongly disagreed with the statement. The mean score 3.99 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not responded for this statement. When teenagers were asked that what is your favorite form of social media. 49.3% responded for Facebook, 38.6% responded for Skype, 8.6% responded for twitter, 1.4% responded for YouTube, 0.3% responded for MySpace while 1.7% respondents did not responded for the statement.

## Conclusion

This study deals with a survey on the usage of Facebook among teenagers. The survey was being approach by this researcher to 300 youngsters. All the participants actively respond to this questionnaire. The return average of the questionnaire was greatly high with 97 percent. The 1st hypothesis, It's more likely to be that say that Facebook is favorite form of social media among teenagers, stands proved and 2nd hypothesis ,It's more is likely to be say that in during Facebook use teenagers share entertainment links, not approved during the research. This research finds that the excessive users in the educational computer labs use the Facebook forms for comments, chatting, image and video sharing and texting etc. This average touches the almost half of the sampled population. This shows that they ignore their primary focus on their study and research related activities while utilizing the facility of internet in connecting with their friends on the Facebook

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

International Journal in Management and Social Science

http://www.ijmr.net.in email id- irjmss@gmail.com     Page 350

networking forums with their average utilized time between 30 to 60 minutes. But the actual results may cross this maximum time period while utilizing the Facebook forms as 13 percent responded that they use it more than 2 hours in a single day. Their important features while using Facebook are SMS, video clips sharing links and comments. The users mostly face problems such as unwanted messages, unwanted friends request and controversial political links and unethical pictures and links, irrelevant religious and anti-religious messages and useless information. The usages of the Facebook are in progress since the early years of the 21st century in Pakistan. The Facebook is utilized by the population belonging to different age groups but the teenagers' population is at the forefront in the Facebook sites in all over the world and especially in Pakistan.

**BIBLIOGRAPHY**

▪ Acquisti,A.&Gross,R.(2006).Awareness, information sharing and privacy on the Facebook. Retrieved from http://petworkshop.org/2006/preproc/preproc_03.pdf.

▪ Aamoth. D. (2011) *Brief History of Skype,* USA: Oxford University Press.

▪ Ahn, J. (2012). *Teenager and social network sites do of line inequalities predict their on line social networks*. USA: University of Maryland.

▪ Alexa, G. (2008). *Facebook Overtakes MySpace*. USA.

▪ Balousha, H. (2013). *Palestian Teenagers on Facebook*. Gaza Publications.

▪ Barneys, S. (2012). *Effects of Facebook on employees,* New York: Tag Archive.

▪ Beattie, A. (2013). *Facebook and its effects on our emotional well being*. Canada: INSIGHT Planner at Metro and Freelance Film Journalist.

▪ Berkman, S. (2007). *Why teenagers hearts social network sites,* Berkman Center for Internet and Society, Harvard University, USA.

▪ Chmielewski *et al.,* (2009). *How MySpace fell off the pace,* USA: Los Angeles Times.

▪ Chukwuebuka, U.F. (2013). *The effects of Facebook on teenagers development*, Nigeria Publications.

▪ Eric, E. (2008). *Growth Puts Facebook in Better Position to Make Money,* Venture Beat, San Francisco.

▪ Carter, S. (2008). The day we all became hokies: An exploratory uses and gratifications study of Facebook use after the Virginia Tech shootings. Retrieved from http://www.nytimes.com/2007/09/01/technology/01facebook.html.

▪ Cavali, N.& Costa, E. (2009).Facebook Influence on University Students,Media Habits. Retrieved from http://web.mit.edu/comm

forum/mit7/papers/MangiatordiMicheliScenini_Facebook_influence_on_university_students.pdf

- Elder-Jubelin, J. (2009).Facebooking a crowd?: An exploration of audience, context, privacy, and self-presentation on Facebook. Unpublished master dissertation, York University (Canada), Canada.

- Facebook.com (2009).*Facebook.*Retrieved from http://www.facebook.com/facebook?sk=info.

- Facebook.com(2012).*Facebook.*Retrieved from http://newsroom.fb.com/content/default.aspx?NewsAreaId=22.

- Fields, M. (2013). *Facebook's Impact on Teenagers*, USA: Middle East Study.

- Fotis,  J., *et al.,*  (2011). *The impact of Facebook in consumer behavior,* USA: Bournemouth University.

- Goes, D. (2011). *An Introduction to Skype*. USA, Oxford University Press.

- Grube, B. (2012). *Facebook's influence on teenagers*, USA: Teenagers development initiative,

- Khedo, K.K.M., ( 2013). *Impact of online social networking on teenagers, case study of computer science.* Mauritian Publications.

- Kordkheili, G.F. *et al.,* (2013). *The Impact of Facebook on Medical Professionalism*, *J Med Internet*.USA

-  Kumar, A. (2012). *Impact of Facebook on young generation*. India: Posts Atom.

- Lacter, M. (2006). *My Space is not their space anymore.* USA: Oxford University Press.

- Lenhart, A. (2009). *Teens and Facebook an Over view,* New York: Department of Health & Mental Hygiene. USA.

- Rubin, B.Z., *et al.,* (2005). *Communication research strategies and source*, Canada: Thomson Wadsworth.

- Seattlepi, J. (2006). *Suit over sale of MySpace dismissed.* California: California University Press.

- Sekho, S. (2013). *Impact of Facebook on students in Pakistan*. Pakistan, Retrieved from, sekho.com.pk [Assessed on 15, April, 2013].

- Serena, G.S. (2011). *Facebook Has Good and Bad Effects on Kids*, USA: Health Day Reporter.

- Valenzuela, S., *et al.,* (2011). *The Effect of Social Network Sites on College Students* USA: Lessons from Facebook.

- Warraich, H. (2011). *Pakistan's Facebook landscape.* Pakistan: Ashan Publications.

- Foregger, S. (2008).Uses and gratifications of Facebook.com.Unpublished doctoral dissertation, Michigan State University, United States.Retrieved from http://www.allacademic.com/meta/p375103 index.html.

- Maqsood (2008). Uses of social networks and information seeking behavior of students during political crisis in Pakistan, *The international information and library review, Vol,40, Issue.3* Retrieved from http://www.sciencedirect.com/science/article/pii/S1057231708000386.

- Markoff, J. (2007). Who founded Facebook? A new claim emerges*.* New York Times.Retrieved from http://www.nytimes.com/2007/09/01/technology/01facebook.html.

- Rackee,J.(2008). Motives and uses of Facebook .*Cyber Psychology and Behavior, Vol 11*, doi:10.1089/cpb.2007.0056.

- Shafiq, A. and Bushra (2010).Exploitation of social media among university Students.*Weblogy,Volume,7*, Retrieved  from http://www.webology.org/2010/v7n2/a79.html.

- Steinfield C. & Lampe, C. (2008). Social capital, self-esteem, and use of online social network sites: A longitudinal analysis. *Journal of Applied Developmental Psychology,* 29: pp.434–445. Retrieved from http://www.mendeley.com/.../social-capitalselfesteem-and-use-of-online-social-network-sites-a-longitudinal-analysis.

- Sweester and Weaver(2008).Candidates Make Good Friends: An Analysis of Candidates' Uses of Facebook. *International Journal of Strategic Communication Volume 2, Issue 3,*Retrieved from http://uga.academia.edu/sweetser/Papers/121861/Candidates_make_good_friends_Ananalysis_of_candidates_use_of_Facebook.

- Zafras (2011).Facebook usage among University students and its association to the psycho social well being.Retrieved from http://www.functioninghuman.info/component/content/article/1-articles/22-facebook-usage-among-university-students-and-its-association-to-their-psychological-and-social-well.