

FACEBOOK ADDICTION AMONG STUDENTS AND JOB-  
HOLDERS

---



RESEARCH PROJECT PSY-499

SUBMITTED BY: ZAINAB JAVED

ID: 100503023

SUPERVISOR NAME: DR. IFTIKHAR AHMAD

---

DEPARTMENT OF PSYCHOLOGY

SCHOOL OF SOCIAL SCIENCES AND HUMANITIES

UNIVERSITY OF MANAGEMENT AND TECHNOLOGY,  
LAHORE

## Certificate of Approval

Accepted by the Faculty of the Department of Psychology, School of Social Sciences & Humanities, University of Management and Technology, Lahore in partial fulfillment of the requirements for the degree of BS (Hons) in Psychology.

Prof. Dr. Iftikhar Ahmad

---

Supervisor

---

External Examiner

Prof. Dr. Iftikhar Ahmad

---

Chairman

Prof. Dr. Abdul Hameed

---

Dean, SSS&H

Date: \_\_\_\_\_

## **Declaration**

I, Ms. Zainab Javed, Student No. 100503023, student of BS in the subject of Psychology, session 2010-214, hereby declare that the material printed in this thesis titled “Facebook Addiction among students and job-holders” is original work and has not been printed, published or submitted as research work, thesis or publication in any form in any university, research institution etc. in Pakistan or abroad. This is the first one in Pakistan, takes as BS thesis.

Dated:

---

---

Signature of the Declarer

## **Acknowledgement**

I would like to express my gratitude to my supervisor Dr. Iftikhar Ahmad, Professor, School of Social Sciences and Humanities, UMT, Lahore, for his assistance, support and inspiration throughout the process of my BS (Hons) thesis, in the completion of this work. This enabled me to develop an understanding of the research process.

I'm thankful to the participants who agreed to become a part of this study. I am extremely grateful for their time and consideration to participate, for without their efforts this research would have been incomplete.

I'm indebted to the author who gave me permission to use the scale for my current research project. I offer my regards and blessings to all of those who supported me in any respect during the completion of the project.

Zainab Javed

## Table of Contents

<b>Contents</b>	<b>Page No.</b>
Title Page	
Certificate of Approval.....	i
Approval by external examiner.....	ii
Acknowledgements.....	iii
Table of contents.....	iv
List of tables .....	vii
List of appendices .....	viii
Abstract.....	ix
<b>Chapter 1</b>	
<b>Introduction</b>	1
Rationale of the Study	5
Objectives of the study	5
Significance of Study	5
<b>Chapter 2</b>	

<b>Literature Review</b>	7
Hypothesis	16
Operational definitions	17
<b>Chapter 3</b>	
<b>Methodology</b>	18
Participants	18
Inclusion criteria	18
Exclusion criteria	19
Research methods	19
Measures	19
Demographic information	19
Procedure	20
Data Analysis	20
Ethical concern	20
<b>Chapter 4</b>	
<b>Results</b>	21
Summary of the results	28

## **Chapter 5**

### **Discussion**

29

Conclusion

32

Limitations of the study

33

### **References 34**

## List of Tables

	<b>Page no.</b>
<b>Table 1.</b> Extent of mood problems among different levels of addiction.....	18
<b>Table 2.</b> ANOVA statistics on mood problems among different levels of addiction.....	20
<b>Table 3.</b> Scores on Salience, Tolerance and Conflict between students and job-holders.....	21
<b>Table 4.</b> Facebook addiction Scores between students and job-holders.....	23
<b>Table 5.</b> Facebook addiction Scores of male and female participants.....	24

## **List of Appendices**

Appendix A .....	Bergen Facebook Addiction Scale
Appendix B.....	Permission letter for using BFAS
Appendix C.....	Turnitin originality report
Appendix D.....	permission letter for collecting data

## ABSTRACT

Facebook is becoming gradually an important social network site among people's life, with rapidly growing users globally, majority being youth of the society. This study was undertaken to explore Facebook addiction among youth. A survey method was conducted at three universities and three workplace to find out the Facebook addiction level amongst students and job-holders. Bergen Facebook Addiction Scale (BFAS), a self-report measure, was administered to 184 participants recruited from different universities and workplaces. BFAS comprised of 18 items covering 6 core dimensions of addiction: salience, tolerance, mood modification, withdrawal, and relapse. The findings of this study were that every 3<sup>rd</sup> person was found to be an extreme user of Facebook or Facebook addict. Moreover Facebook was found to affect mood of the participants who become unable to remember their individual private issues and are vulnerable to anxiety, guilt, depression and restlessness. Students were more Facebook addict than job-holders. Also they had more conflicts (Facebook creates clashes in relations, job, studies, hobbies and leisure activities) than jobholders as they latter experience practical life busy in their job and family. Males reported significantly more Facebook addiction than females among students although among job-holders, both the sexes were equally involved in the use of Facebook.

**Key words** Facebook addiction, students and job-holders, mood modification, conflict