

# Facebook Consumption and Academic Performance: An Empirical Study of Addictive Patterns and its Effects on Academic Performance of University Students

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## ABSTRACT

**Aim of the Study:** Facebook has become the most popular social networking site with millions of young consumers and students worldwide. These young consumers use Facebook to satisfy their needs and gratifications. These young students are not only the regular and frequent consumers but they have been reported to have addictive patterns in their consumption of Facebook. This heavy consumption affects different aspects of their life, particularly their educational activities and academic performance. The current study aimed to explore the consumption patterns of Facebook among young university students of Pakistan.

**Methodology:** The theoretical model “Uses and gratifications” have been used to draw conclusions. The quantitative research methodology has been used as research design and data has been collected through purposive sampling technique for survey.

**Findings:** The findings showed that the heavy consumption of Facebook is leading towards the addiction which is eventually affecting lifestyle, behaviours and academic performance of youngsters. The proposed hypothesis has been supported that more the consumption of Facebook, lower the academic performance will be among university students with the p value of 0.00.

**Conclusion:** There is a dire need to take addictive patterns of Facebook consumption as a serious concern to regulate the intensity and frequency among students. The parents, teachers and students all need to realize the significance of ensuring health digital well-being. Serious efforts must be done to control the detrimental and harmful effects of Facebook addiction among university students.

**Keywords:** Facebook Consumption, Addiction, Gratification, Procrastination, Distraction.

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## **Introduction**

Digitalization of modern media has transformed life styles of young students and they are the potential consumer of applications of new media. Laborde (2023) reported that almost 97% youngsters are actively using social media. Baran (2010) asserted that digital applications, particularly social networking sites can be beneficial for young students as they can learn to adopt e-learning and it will promote digitalization of educational programs.

Cheung and Lee (2010) proposed that these social networking sites can be used to foster multidimensional social interaction among university students. The most prominent evil of this advancement is the sheer addiction of digital media in consumers. The current era has seen technology addiction as a serious concern which is leading to severe mental and physical health conditions among heavy consumers of digital media particularly the social networking sites (Veronica, 2012). Rabadi et al (2017) referred social media addiction as a global pandemic which has affected people from all age groups. Youngsters, adults, professionals, educated or illiterate everyone has been affected due to the strong influence of social media. It is becoming crucial to regulate and control social media consumption among youngsters now (Miller, 2022).

Facebook has been referred as *“The King of Social Media”* for being the most popular social media platform with more than 3 billion active users worldwide. The total social media consumers are estimated to be more than 4.8 billion globally. These statistics demonstrate that almost out of these 4 billion users every two out of the three users of social media are active Facebook consumers. This is quite evident by the social media ranking and consumption statistics of Facebook. So it is not only the most popular platform with largest number of consumers but it is the application which is being used by consumers with excessive and heavy consumption in terms of time. Reports have highlighted that Android users spend more than 18 hours on their Facebook application each month (Bernhardt, 2023).

### ***Problem Statement***

Reports have shown that almost 59 percent of world’s population are active social media users with more than 4.8 billion consumers. This shows the sheer importance of social media in life now. It is alarming that more than half of the total population of world is active social media consumer and the numbers are increasing each day. Social media can be termed as the most effective, prompt yet inexpensive mode of mass communication today. The significance of social media applications increased to incredible level after pandemic. Now it has diverse consumers including the people from smaller villages to developed metro cities. (Moosa, 2023).

Data Reportal (2023) reported that there have been more than 71 million active social media consumers in Pakistan till January 2023. Meta (2023) published the statistics regarding Facebook users in Pakistan and pointed out that more than 37 million Pakistanis are active consumers of Facebook. Almost 84% of social media consumers are active users of Facebook in Pakistan (Stat Counter, 2023). The reports have highlighted the fact that the largest group of active consumers of Facebook comprise on youngsters in Pakistan. This raises serious concern to critically evaluate the consumption patterns of Facebook in youngsters and effects of this consumption on different aspects of their life particularly their educational activities and academic performance. Keeping into consideration of Facebook popularity among young university students the current research is focused to analyze the consumption patterns of Facebook among young university students.

### ***Research Objectives***

- RO1 To explore the consumption patterns in terms of frequency and regularity of Facebook usage among young university students.
- RO2 To investigate and critically analyze the relationship of Facebook consumption with academic performance of university students.

- RO3 To inspect if Facebook promotes procrastination among students.

### ***Research Questions***

- RQ 1. What is the frequency and regularity of Facebook consumption among university students?
- RQ2. Does Facebook consumption make any significant effect on academic performance of university students?
- RQ3. Does Facebook consumption promotes procrastination among students?

### ***Hypothesis***

- H1 Heavy consumption of Facebook have a significant relationship with addiction of Facebook in university students
- H2 There is a significant relationship between Facebook consumption and academic performance of university students
- H3 Addiction of Facebook have a significant relationship with procrastination among university students
- H4 More is the Addiction of Facebook have less is the academic performance.

## **Literature Review**

### ***Social Media Consumption***

Young students embraced these social networking sites and adopted these sites for sharing information, opinions, posting their updates regarding their activities in form of pictures and videos. Youngsters made their accounts on Facebook and added their friends, family and peers to keep a digital and modern social interaction (Boyd, 2007). Junco et al (2021) highlighted popularity of social networking sites among youngsters by stating that they are the most popular sources for social interaction and communication among people particularly the youngsters.

Miguel (2009) reported findings of The American Educational Research Association that heavy consumption of social media among young students have affected their academic performance negatively. Students who are more frequent and regular users of social media have less interest in their studies. Eventually their loss of interest affect their level of concentration and educational performance by getting them lower grades. Kist (2008) highlighted the prevalence of social media consumption among teenagers and young students by stating that almost 90% of teenagers in America have access to internet and more than 75% of them use it twice or more in a day.

Pempek and Calvert (2009) deduced that young students spend more than 30 to 40 minutes of their time on social networking sites.. Numerous research studies have highlighted how technological advancement in form of popular social media platforms are affecting mental and physical health of youngsters (Rothwell, 2023). American economic review (2022) shocked everyone by reporting results of an experiment on young adults that by spending more than 31% of their day on social media most of the young adults are found to be suffering “Self-control” issues which shows they have been affected by social media addiction at serious level. This digital addition have certain effects on their mental as well as physical health. The parents of these youngsters found problems in maintain digital wellbeing among their children due to their intense screen time (Allcott et al, 2023).

### ***Addictive Patterns of Social Media***

Ali and Elciyar (2019) defined addiction or addictive patterns in human behavior as intense craving in people for something. This can lead to have serious effects on psychological as well as physical health of

the affected person. These new media applications and their heavy consumption have been reported to turn into addictions for young generation. They are hooked up with their social networking platforms. Several studies on youngsters have proven that they are seriously trapped into technology addiction (Veronica & Sameul, 2012).

Rabadi et al (2017) declared social media addiction a global pandemic as heavy consumption of these media platforms can sometimes be detrimental to academic performance of young students. Studies have found heavy consumers of media showed lower academic performance (Shah et al, 2009). Sheldon (2008) reported the heavy consumption of social media among students by stating that more than 50% of students keep checking their social media accounts several times a day. The University of North Carolina (2023) studied habitual checking of social networking sites by young students. The study found that young adolescents check their social media accounts for even more than 20 times in a day. Youngsters are among the most addictive consumers of social media particularly the social networking websites. (Newport academy, 2023).

### ***Facebook***

Facebook is considered to be the most popular and biggest social networking website in the whole world (Iqbal, 2023). Forbes reported that Facebook is the most popular and top leading social networking website with more than 2.9 billion active users globally (Wong, 2023). Young (2010) reported that on average 82% young college students are found to be frequent, active and regular users of Facebook. It has been found the heavy Facebook users have negative effects on their consumers as they have been found to be weak in community socialization, showing lower academic performance and facing serious health and relationship problems (Enriquez, 2010).

### ***Facebook and Academic Performance***

University students have been reported as the active and frequent users of Facebook. For them it is considered to be a chief and significant source of communication and social interaction (Murad et al, 2019). Hosen et al (2021) analyzed the Facebook consumption among youngsters by stating that Facebook consumption has positive as well as negative effects on different aspects of life among university students. Hew (2011) reported that majority of students use Facebook for social interactions and entertainment. Khan (2019) reported that students who have been frequent and addictive consumers of Facebook had poor academic performance. Their addiction served as distraction for them.

Choney (2010) reported that studies have confirmed that students with low consumption have higher GPA (average 3.82) than the students with higher consumption have low GPA (average 3.06). Mpundu (2022) suggested that observing the high consumption of Facebook among young students it is recommended that Facebook must be made effective for educational and recreational purposes.

Rick (2022) highlighted positive uses of Facebook for educational purposes by stressing on the need to realize the fact that it can positively affect students. Duberstein (2009) concluded that heavy consumption of social media among college students lead to lower grades and poor academic performance. A number of studies have confirmed that heavy consumption of Facebook has profound effects on the academic performance of students (Gafni and Ruti, 2012).

Social media addiction lead towards procrastination and they waste their time resultantly their academic performance gets affected due to failure in managing a healthy balance in their social media consumption (Thuseethan and Khuhanesan, 2012). Vahishta and Ahuja (2017) claimed that the students with heavy consumption of Facebook have been found to be possess poor study habits which eventually lead towards lower academic performance. The students who waste significant amount of their time on Facebook instead of their studies found problems in securing good grades and eventually having bad academic performance (Ezeji, P & Ezeji, K 2018).

## Theoretical Framework

Uses and gratifications provides the best theoretical approach to critically evaluate and interpret the consumption patterns of users. It also provides the best explanation why people select certain media, what are the motivations behind the selection of that media and eventually the effects of their consumption on their attitudes, behaviours and different aspects of their life. The theory has been selected as the theoretical framework for this study on the basis of its scope and significance as the most accurate model for analyzing consumption patterns of social media by students.

The theory provided the theoretical and scholarly insights regarding the consumption patterns of social media particularly Facebook. The theory has helped to interpret the reasons of Facebook's popularity in young university students. The theory has provided theoretical foundation to the research in following aspects:

- **Identifying the motives:** The U&G approach analyzed the motives behind the consumption patterns of users. The theory helped to analyze the reasons, motives and purposes for youth's engagement with Facebook. There has been a section designed in the data collection instrument to collect information regarding these motives from participants of study. These motivations include the use of Facebook for purposes including education, information, entertainment, social interactions and others.
- **Gratifications:** The theory guides the research scholars to identify and analyze the specific gratifications that they seek from certain media. In the present study Facebook and its consumption patterns are under observation so the theory helped to understand the key gratifications youngsters seek from their consumption of the most popular social networking sites, the Facebook.
- **Analyzing consumption patterns:** One of the key objective of this study was focused to analyze the consumption patterns of Facebook among young consumers particularly in terms of the effects of their Facebook consumption on their educational activities and academic performance. The consumption has been measured by collecting information regarding the frequency and regularity of their Facebook usage. The effects have been studied and analyzed respectively.
- **Exploring effects on academic performance:** The study explored the effects of Facebook consumption on the educational activities and academic performance. In order to measure the effects several indicators have been used such as the engagement of students with Facebook during their study timings, time spent on Facebook during classes, effects on results and academic performance.

## Research Design

The present study has employed quantitative research design as methodology for conducting this study. The primary data sources have been used as literature review and new observations have been collected using quantitative research design. The data has been collected using Survey as data collection method from participants. The data includes statistical facts and figures in form of frequencies and percentages.

### *Population for Study*

Since the present study was focused to investigate consumption patterns of Facebook among young students of universities. All the young students in Pakistani universities were considered as population of study. These youngsters include students enrolled in different semesters and programs of graduation, masters and MPhil.

### ***Sampling Technique for Study***

The undertaken research study required to have young university students who are frequent and regular users of Facebook. It required data collection on the basis of predetermined criteria. The participants were required to be regular consumers of Facebook so the study has employed Purposive sampling technique for data collection.

Since the present study was aimed at collecting data related to effects of Facebook on academic performance of students purposive sampling has been considered to be the most suitable and appropriate sampling technique for this research study on the basis of following reasons which have been considered as rationale for selection of this technique for data collection.

### ***Independent and Dependent Variables***

This research study has taken Consumption patterns of Facebook as independent variable and its Effects on Academic performance as dependent variable.

### **Findings and Interpretations**

#### ***Hypothesis Testing***

1. Heavy consumption and addiction

H1 Heavy consumption of Facebook have a significant relationship with addiction of Facebook in university students.

H0 Heavy consumption of Facebook have no significant relationship with addiction of Facebook in university students.

Table 1: *Facebook consumption and addiction (Spearman's Correlation test)*

			<b>Consumption of Facebook</b>	<b>Addiction of Facebook</b>
Spearman's rho	Consumption of Facebook	Correlation Coefficient	1.000	.220**
		Sig. (2-tailed)	.	.000
		N	250	250
	Addiction of Facebook	Correlation Coefficient	.220**	1.000
		Sig. (2-tailed)	.000	.
		N	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Interpretation** The Spearman's Correlation coefficient test has been applied on the data to investigate presence of correlation amongst the variables. It was found that the correlation is significant with the value of 0.000. So the predicted hypothesis has been approved by rejection of the null hypothesis. Subsequently it has been proved that there is a positive correlation amongst the "Heavy consumption of Facebook with addiction of Facebook in university students".

2. Facebook consumption and academic performance

H2 There is a significant relationship between Facebook consumption and academic performance of university students.

H0 There is no significant relationship between Facebook consumption and academic performance of university students

Table 2: Facebook consumption and academic performance (Spearman's Correlation test)

			Consumption of Facebook	Academic Performance of Student
Spearman's rho	Consumption of Facebook	Correlation Coefficient	1.000	.209**
		Sig. (2-tailed)	.	.001
		N	250	250
	Academic Performance of Student	Correlation Coefficient	.209**	1.000
		Sig. (2-tailed)	.001	.
		N	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Interpretation** The Spearman's Correlation coefficient test has been applied on the data to investigate presence of correlation amongst the variables. It was found that the correlation is significant with the value of 0.000. So the predicted hypothesis has been approved by rejection of the null hypothesis. Subsequently it has been proved that there is a positive correlation amongst the consumption of Facebook and academic performance of students.

### 3. Facebook addiction and procrastination

H3 Addiction of Facebook have a significant relationship with procrastination among university students

H0 Addiction of Facebook have no significant relationship with procrastination among university students

Table 3: Facebook addiction and procrastination (Spearman's Correlation test)

			Addiction of Facebook	Procrastination
Spearman's rho	Addiction of Facebook	Correlation Coefficient	1.000	.446**
		Sig. (2-tailed)	.	.000
		N	250	250
	Procrastination	Correlation Coefficient	.446**	1.000
		Sig. (2-tailed)	.000	.
		N	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Interpretation** The Spearman's Correlation coefficient test has been applied on the data to investigate presence of correlation amongst the variables. It was found that the correlation is significant with the value of 0.000. So the predicted hypothesis has been approved by rejection of the null hypothesis. Subsequently it has been proved that Addiction of Facebook have a significant relationship with procrastination among university students.

### 4. Facebook addiction and lower academic performance

H4 More is the addiction of Facebook have less is the academic performance.

H0 More in the addiction of Facebook have more in the academic performance.

Table 4: Facebook addiction and lower academic performance (Spearman's Correlation test)

			<b>Addiction of Facebook</b>	<b>Lower Academic Performance</b>
Spearman's rho	Addiction of Facebook	Correlation Coefficient	1.000	.842**
		Sig. (2-tailed)	.	.000
		N	250	250
	Lower Academic Performance	Correlation Coefficient	.842**	1.000
		Sig. (2-tailed)	.000	.
		N	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Interpretation** The Spearman's Correlation coefficient test has been applied on the data to investigate presence of correlation amongst the variables. It was found that the correlation is significant with the value of 0.000. So the predicted hypothesis has been approved by rejection of the null hypothesis. Subsequently it has been proved that "More is the addiction of Facebook less is the academic performance".

## Discussion and Analysis

### Demographics

The demographic profile information of respondents included the gender, age, educational level and university of participants of study.

- **Gender:** Out of the total 250 respondents 48 percent of respondents were males and 52 percent were female students of universities.
- **Age:** The findings of table 5.2 have demonstrated the details regarding the age groups of respondents. As per the statistics from total 250, most of the students (50%) aged between 16 to 20, 35% aged between 21 to 25, 12% were between 26 to 30 and 2% were between 31 to 35 years. This analyzed that youngsters are the potential consumers of Facebook as they have been found the frequent and regular users of Facebook. This validates the claim by Oberlo (2023) that youngsters are the most frequent and active consumers of Facebook. Youngsters make more than 50% of total consumers of Facebook worldwide.
- **Educational level:** The findings of table 5.3 demonstrated the educational profile of participants of study. Since the study was aimed to investigate consumption and addiction of Facebook among young students of universities so it was a deliberate effort to collect responses from regular university students. The 80% of respondents of study are from BA/BSC level, 3% from Masters and 16% from M.phil or post-graduation levels.

The findings have confirmed the research findings of Murad et al (2019) and Hew (2011) that university students are found to be regular, frequent and heavy consumers of Facebook. The key motives behind their consumption are social interaction and entertainment. They use Facebook to keep an active interaction with their fellows, peers, teachers and administration of their universities. These studies already had propose that Facebook is the most popular social networking site among young university students.



### ***Facebook Consumption by Students***

The phenomenon of consumption, exposure and addiction has been measured by investigating the intensity in terms of frequency and regularity of Facebook among students.

- **Regularity:** The results demonstrate that sixty nine (27.6%) respondents use Facebook always, seventy four (29.6%) use very frequently, forty five (18.0%) use occasionally, twenty four (9.6%) use rarely and thirty eight (15.2%) use very rarely.
- **Frequency:** The findings demonstrate that from 250 respondents twenty five (10.0%) respondents use Facebook for more than 4 hours, thirty nine (15.6) use for 3-4 hours, one hundred and one (40.4%) use for 2-3 hours, thirty six (14.4%) use for 1-2 hours, forty nine (19.6%) use for less than 1 hour.
- **Consumption and addiction: Interpretation** The Spearman's Correlation coefficient test has been applied on the data to investigate presence of correlation amongst the variables. It was found that the correlation is significant with the value of 0.000. So the predicted hypothesis has been approved by rejection of the null hypothesis. Subsequently it has been proved that there is a positive correlation amongst the "Heavy consumption of Facebook with addiction of Facebook in university students".

As per the findings of study majority of the respondents confirmed that they are frequent and regular users of Facebook. The major findings have reported that more than 27 percent students are always online of Facebook and 29 percent are frequent users of Facebook. The results regarding regularity of Facebook shown that 10 percent of participants use Facebook for more than four hours and more than 15 percent use it for about 3 to 4 hours. This analyze that students are frequent and regular users of Facebook and this consumption is not limited to a normal pattern but they are addicted to their Facebook. Their consumption is not just limited to consumption but has reached the levels of addiction.

### ***Motives/Gratifications behind the Consumption of Facebook***

Katz and Blumler (1974) and Mcquail (1983) proposed that people are active consumers of media they use media in order to satisfy certain needs and they seek gratifications from media. The major findings regarding the motives and gratifications behind the consumption of Facebook among students have been discussed below.

### **Findings**

Questions were asked to find out the key motives and gratifications behind the consumption of Facebook by students. The gratifications such as entertainment, education, social interaction were used as indicators.

- **Education, information and social interaction:** The results demonstrate that from 250 respondents sixty eight (27.2%) respondents use Facebook for information, one hundred and seven (42.8) use for entertainment, twelve (4.8%) use for education, forty one (16.4%) use for social interaction and twenty two (8.8%) use for other purposes.
- **Time Pass:** The results demonstrate that from 250 respondents sixty seven (26.8%) strongly agreed and one hundred and eleven (44.4%) agreed that they use Facebook for time pass.
- **Diversion:** The findings demonstrate that from 250 respondents twenty eight (11.2%) strongly agreed and one hundred and one (40.4%) agreed that use Facebook to divert mind from academic pressure.
- **Satisfaction:** The results demonstrate that from 250 respondents thirty one (12.4%) strongly agreed and eighty (32.0%) agreed that they feel satisfied after checking their Facebook notification.

- **Relaxation:** The results of survey demonstrate that from 250 respondents fifteen (6.0%) strongly agreed and eighty two (32.8%) agreed that they feel relax after using their Facebook account.

These findings have analyzed that most of the students use Facebook for time pass, students agreed to the fact that they use Facebook for time pass. At the same time they agreed that mostly use Facebook for aimless scrolling. These findings have analyzed that Facebook is designed in way that the young brains are hooked by its addiction. These results validate the analysis of Dr. Angelis as cited by Miller (2022) that social media is being technically designed in a way that it keeps young minds hooked and drives dopamine which affects their behaviours and results into terrible addictions in them.

Moreover the other major gratifications behind the consumption of Facebook along with the entertainment, education, information, social interaction, time pass are satisfaction and relaxation of mind and to divert it from academic pressures. The findings of table 5.9 and 5.10 have confirmed that students seek certain gratifications from their Facebook consumption. Mcquail (1983) had claim that people deliberately use certain media for certain gratifications. Katz and Blumler (1974) had propose that people are active users of media and to satisfy their gratifications as per the propositions of Uses and gratifications theory. These findings have validated the propositions of Uses and gratifications theory that people are active users of Facebook and they deliberately use certain media to satisfy their needs and gratifications.

### ***Facebook Addiction among Students***

- The findings demonstrate that from 250 respondents twenty two (8.8%) strongly agreed and one hundred and twelve (44.8%) agreed that during their study time they keep checking their Facebook just a random habit.
- The results demonstrate that from 250 respondents twelve (4.8%) strongly agreed and one hundred and forty nine (59.6%) agreed to the statement, they feel that they are addicted to Facebook consumption.

The results have clearly validated the youngsters are addicted to Facebook and they find difficult to resist using Facebook recurrently. Young (2010) had already report that on average 82% young college students are found to be frequent, active and regular users of Facebook. This validates the fact that most of the students are addicted to their Facebook and their minds are being captivated by Facebook.

### ***Facebook Addiction and Academic Performance***

The study was focused to investigate effects of Facebook consumption and addictive patterns on academic performance so several indicators have been used as queries to collect data regarding the phenomenon.

- **Concentration level:** The findings of survey demonstrate that from 250 respondents twenty four (9.6%) strongly agreed and eighty seven (34.8%) agreed that their Facebook addiction affects their level of concentration during studies.
- **Difficult to avoid:** The findings demonstrate that from 250 respondents thirty two (12.8%) strongly agreed and eighty eight (35.2%) agreed that they feel difficult to avoid using Facebook during their study timings.
- **Distraction:** The results show that out of 250 respondents, thirty (12.0%) strongly agreed and eighty eight (35.2%) agreed that Facebook become distraction for them and affect their level of focus and concentration during studies.
- **Procrastination:** The results of survey demonstrate that from 250 respondents twenty two (8.8%) strongly agreed and seventy five (30.0%) agreed that they delay their academic tasks due to their Facebook addiction.

**Hypothesis testing:** The Spearman's Correlation coefficient test has been applied on the data to investigate presence of correlation amongst the variables. It was found that the correlation is significant with the value of 0.000. So the predicted hypothesis has been approved by rejection of the null hypothesis. Subsequently it has been proved that Addiction of Facebook have a significant relationship with procrastination among university students

- **Effects on results:** The results of survey demonstrate that from 250 respondents twenty (8.0%) strongly agreed and one hundred and four (41.6%) agreed that their studies and results get affected due to their Facebook consumption.
- **Academic performance:** The results of survey demonstrate that from 250 respondents twenty (8.0%) strongly agreed and one hundred and ten (44.0%) agreed that they Facebook consumption has affected their academic performance.
- **Facebook addiction and academic performance:** The Spearman's Correlation coefficient test has been applied on the data to investigate presence of correlation amongst the addiction of Facebook and academic performance as independent and dependent variables respectively. It was found that the correlation is significant with the value of 0.000. So the predicted hypothesis has been approved by rejection of the null hypothesis. Subsequently it has been proved that there is a positive correlation amongst the excessive consumption of Facebook and academic performance of students.
- The Spearman's Correlation coefficient test has been applied on the data to investigate presence of correlation amongst the variables. It was found that the correlation is significant with the value of 0.000. So the predicted hypothesis has been approved by rejection of the null hypothesis. Subsequently it has been proved that More is the addiction of Facebook among students have less is the academic performance.

The above mentioned findings have analyzed that heavy consumption of Facebook has become an addiction among university students. These findings have validated the findings of survey research of Khan (2019) conducted on students to investigate the Facebook consumption and academic performance of students. He analyzed that the heavy addiction of Facebook acts as distraction for students and it keeps their minds engaged in a way that they find it difficult to concentrate on their studies with sincere dedication. The same phenomenon has been proven in the current research study that Facebook keeps the young brains hooked up and their concentration and focus is distracted. They waste most of their time in aimless scrolling without any time limitation. Due to which they fail to manage their study time properly.

## **Conclusion**

Facebook has reigned the graphs of popularity being the most admired and widely consumed social networking sites among the youngsters worldwide. It is considered to be the most prominent source of communication and social interaction. Though it is a fact that there are a number of positive aspects related to consumption of Facebook. Facebook has millions of consumers but more than the 50% of its active users comprise on youngsters. These youngsters not only consume Facebook on daily basis but they are found to be the heavy, regular and frequent users of Facebook. This excessive and heavy consumption of Facebook is raising serious concerns regarding the psychological and physical health of young students.

The heavy consumption of Facebook is leading towards the addiction which is eventually causing sleep disorders, behavioral issues, and maintenance of social relations, time management and studying habits. These addictive patterns are seriously affecting the educational activities and academic performance of students. The study has analyzed that there is a strong relationship between the Facebook consumption and academic performance of university students. The heavy consumers are found to have addictions of Facebook as they feel difficult to regulate their behaviours and keep wasting their time in aimless social

media consumption. The study analyzed that more the consumption of Facebook, lower the academic performance will be among university students.

There is a dire need to take addictive patterns of Facebook consumption as a serious concern to regulate the intensity and frequency among students. The parents, teachers and students all need to realize the significance of ensuring health digital well-being. Serious efforts must be done to control the detrimental and harmful effects of Facebook addiction among university students.

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## Conflict of Interest


Authors declared NO conflict of interest.

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