

# A Study on the Impact of Facebook as a Social Networking Site among Youth

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## Abstract

Facebook is a leading social networking site in India, which is very popular amongst the youth. Currently, there are nearly 240 million Facebook users in the country, where the major stake is of the young users. The youth mainly use Facebook for staying connected with friends and family, sharing personal updates, photos, and videos, as well as consuming content such as news, entertainment, and memes. Some also use it for networking, organizing events and promoting their personal brands. They use this platform to share their ideas, comments or thoughts about any pertaining issue or situation. However, excessive use of Facebook among youth has also raised concerns around privacy, cyberbullying, and addiction. It has a major impact on their personal and social life in a positive and negative way. This research paper is an attempt to assess the impact of Facebook social networking site among the Youth of Patna, which is the capital city of Bihar State. This research paper determines the impact both is positive and negative way and identify several other aspects like average screen on time, usage frequency, purpose of use, preferred device, language and behavioural change, social comparison, impact on academics, sleep cycle and mental health. The research methodology used is quantitative, and the data is collected using a survey questionnaire.

**Keywords:** Facebook; Internet; Social Media; Social Networking Site; Youth.

## Introduction

The internet has transformed the world into a global village. Social media platforms have created new opportunities for communication and interaction between people. In recent years, social networking sites (SNSs) have gained immense popularity among the youth worldwide, and Facebook

is one of the most extensively used SNSs globally. With its user-friendly interface, Facebook has become a favourite among the youth as it allows them to connect with their friends, share their experiences, and express their opinions.

Facebook allows users to share their thoughts, pictures, videos, and messages with friends and family in real-time. Despite its widespread popularity, Facebook – the popular social media platform is also a subject of intense scrutiny and criticism around the world. The major concerns remain the impact it has on user privacy, as the platform has been involved in several high-profile data breaches and controversies. Additionally, many research and medical studies have proven that an excessive use of social media channels can have negative effects on one's mental health and disturb their academics as well.

However, Facebook also offers numerous benefits to its users. For example, it can be a powerful tool for communication, especially for people who are geographically distant from each other. It can also serve as a platform for businesses and organizations to reach their target audiences and engage with customers. Given the widespread use and impact of Facebook, it is important to study the platform to better understand its effects on individuals and society.

The impact of Facebook on the lives of the youth has been extensively studied, with research focusing on various aspects such as academic performance, sleep cycle, mental health, social comparison, and more. This study aims to explore the impact of Facebook on the youth in these aspects through an extensive literature review.

In this study, we plan to analyse the impact of Facebook on various aspects including the academic performance, sleep cycle, mental health, and social comparison of the youth. We will conduct a survey among a sample of college students to assess their Facebook usage patterns and the impact of the site on various aspects of their lives.

Our study will contribute to the existing literature on the impact of social media on the youth and inform strategies to promote responsible use of social media among the youth. By understanding the impact of social media on the youth, we can promote responsible use of social media and mitigate the negative consequences associated with excessive use of social media.

### **Objectives of the Study**

- To study the impact of Facebook on Youth on their academic performance, mental health, physical activities, sleep cycle, and social well-being.
- To identify the usage pattern of Facebook accessibility – preferred hardware device, language, time, average screen time, and late-night usage.
- To understand Facebook user’s perspective on topics like favourite segment, cyber bullying, digital fraud, content sharing, and Facebook as a learning platform.

### **Research Design**

The present study adopted a survey design to gather data from youth residing in Patna. The target population of the study was basically the youth. The respondents for the study were 147, who were recruited through an online survey using a non- probability sampling technique (convenience sampling).

### **Findings and Analysis**

#### **GENDER**

| <b>Gender of Respondents</b> |                  |                |
|------------------------------|------------------|----------------|
|                              | <b>Frequency</b> | <b>Percent</b> |
| Male                         | 72               | 49             |
| Female                       | 75               | 51             |
| Total                        | 147              | 100            |

(Table 1)

The questionnaire was shared with the youth of Patna, Bihar through WhatsApp, and Email. It received data from 147 respondents. The received data is tabled in Table 1, which suggests that 72 respondents are male and 75 are female.

## AGE

| <b>Age of Respondents</b> |           |         |
|---------------------------|-----------|---------|
|                           | Frequency | Percent |
| 15-19 Years               | 61        | 41.5    |
| 20-24 Years               | 70        | 47.6    |
| 25-29 Years               | 16        | 10.9    |
| Total                     | 147       | 100     |

(Table 2)

The National Youth Policy, 2014 of The Government of India defines youth as the persons in the age group of 15-29 years. And hence, the same age group was considered for this research study, where the respondents were divided into 3 different age groups. The responses received has been tabled in the above Table 2.

Which segment on Facebook consumes time the most?

| <b>Facebook segment consuming most of the time</b> |           |         |
|----------------------------------------------------|-----------|---------|
|                                                    | Frequency | Percent |
| General Scrolling                                  | 10        | 6.8     |
| Watching Reels                                     | 65        | 44.2    |
| News Updates                                       | 39        | 26.5    |
| Photo & Video Sharing                              | 25        | 17      |
| Chatting                                           | 8         | 5.4     |
| Total                                              | 147       | 100     |

(Table 3)

Majority with a total of 65 (44.2%) of all respondents reported that they spend the most time on Facebook watching reels. While 26.5% of the respondents agreed of spending most of the time on Facebook for getting news updates. 17% of respondents said that they spend the most time on Facebook sharing photos and videos. 6.8% of the respondents stated that they use Facebook for general scrolling, while 5.8% reported that they spend most of the time on Facebook for chatting.

How much time do you spend on Facebook every day

| <b>Total time spent of Facebook</b> |           |         |
|-------------------------------------|-----------|---------|
|                                     | Frequency | Percent |
| Less than 15 Minutes                | 66        | 44.9    |
| 30 Minutes                          | 32        | 21.8    |
| 1-2 Hours                           | 19        | 12.9    |
| More than 2 Hours                   | 30        | 20.4    |
| Total                               | 147       | 100     |

(Table 4)

It can be observed that a significant portion of the respondents – 66 (44.9%) spend less than 15 minutes on Facebook every day. 32 respondents, which is 21.8% of all respondents spend around 30 minutes on Facebook each day. Another group of 30 respondents (20.4%) spends more than 2 hours on Facebook every day, while a smaller group (12.9%) spends 1-2 hours on Facebook every day.

*Gender of Respondents and their response to how much time they spend on Facebook every day - CROSSTABULATION ANALYSIS*

|                               |                      | <b>Gender of Respondents</b> |                   |                     |              |     |    |
|-------------------------------|----------------------|------------------------------|-------------------|---------------------|--------------|-----|----|
|                               |                      | <b>Male</b>                  |                   | <b>Female</b>       |              |     |    |
| <b>Total time spent on FB</b> | <b>Frequency</b>     | <b>Per-centage</b>           | <b>Fre-quency</b> | <b>Per-cent-age</b> | <b>Total</b> |     |    |
|                               | Less than 15 Minutes | 27                           | 41                | 39                  |              |     | 59 |
| 30 Minutes                    | 13                   | 41                           | 19                | 59                  | 32           |     |    |
| 1-2 Hours                     | 12                   | 64                           | 7                 | 36                  | 19           |     |    |
| More than 2 Hours             | 20                   | 67                           | 10                | 33                  | 30           |     |    |
|                               |                      | 72                           |                   | 75                  |              | 147 |    |

(Table 4.1)

The table 4.1 is a cross tabulation analysis, which summarises the responses by male and female respondents to the question how much time they spend on Facebook every day.

Less than 15 Minutes: 66 respondents have agreed of spending less than 15 minutes every day on Facebook. Out of these 66 respondents, there are 27 (41%) male respondents and 39 (59%) female respondents.

30 Minutes: 32 respondents have agreed of spending around 30 minutes every day on Facebook. Out of these 32 respondents, there are 13 (41%) male respondents and 19 (59%) female respondents.

1-2 Hours: 19 respondents have agreed of spending 1 to 2 hours every day on Facebook. Out of these 19 respondents, the majority 12 (64%) are male respondents and remaining 7 (36%) are female respondents.

More than 2 Hours: 30 respondents have agreed of spending more than 2 hours every day on Facebook. Here also, the majority – 20 (67%) are male respondents while remaining 10 (33%) are female respondents.

#### **At what time do you prefer to use Facebook?**

| <b>Time preferred for accessing Facebook</b> |           |         |
|----------------------------------------------|-----------|---------|
|                                              | Frequency | Percent |
| During Day                                   | 46        | 31.3    |
| During Night                                 | 101       | 68.7    |
| Total                                        | 147       | 100     |

(Table 5)

The responses show that a large majority – 101 respondents, 68.7%, prefer to use Facebook at night, while only 46 respondents (31.3%) use it during the day. This indicates that Facebook is more popular as a leisure activity rather than a tool for work or productivity.

#### **Gender of Respondents and their preferred time for accessing Facebook - CROSSTABULATION ANALYSIS**

| Day                   |        | Time preferred |       |     |
|-----------------------|--------|----------------|-------|-----|
|                       |        | Night          | Total |     |
| Gender of Respondents | Male   | 17             | 55    | 72  |
|                       | Female | 29             | 46    | 75  |
|                       |        | 46             | 101   | 147 |

(Table 5.1)

The table 5.1 is a cross tabulation analysis, which summarises the responses by male and female respondents and their preferred time of accessing Facebook. It shows that Majority - 55 male respondents (76%) prefer night for accessing Facebook, while 17 male respondents (24%) have preferred daytime for accessing Facebook. Similarly, the Majority - 46 female respondents (61%) prefer night for accessing Facebook, while 29 female respondents (39%) have preferred daytime for accessing Facebook.

#### *Age of Respondents and their response - CROSSTABULATION ANALYSIS*

| Day                |             | Time preferred |       |     |
|--------------------|-------------|----------------|-------|-----|
|                    |             | Night          | Total |     |
| Age of Respondents | 15-19 Years | 15             | 46    | 61  |
|                    | 20-24 Years | 27             | 43    | 70  |
|                    | 25-29 Years | 4              | 12    | 16  |
|                    |             | 46             | 101   | 147 |

(Table 5.2)

The table 5.2 is a cross tabulation analysis, which compares the responses by respondents based on their age and their preferred time of accessing Facebook.

It appears that most of the respondents who use Facebook during the daytime fall within the age group of 21-25. On the other hand, most of the respondents in the 15-19 age group prefer to use Facebook at night, which indicates that this age group is more likely to use Facebook as a leisure activity.

### Have you ever experienced cyber bullying?

| Experienced cyber bullying |           |         |
|----------------------------|-----------|---------|
|                            | Frequency | Percent |
| Yes                        | 56        | 38.1    |
| No                         | 70        | 47.6    |
| Maybe                      | 21        | 14.3    |
| Total                      | 147       | 100     |

(Table 6)

Out of all the respondents – 56 (38.1%) answered yes, indicating that they have indeed experienced some form of bullying on the platform. However, it also shows that a majority - 70 respondents (47.6%) have not experienced cyber bullying on Facebook. Additionally, a small percentage of respondents (14.3%) answered maybe, indicating that they are unsure whether they have experienced cyber bullying on Facebook or not.

### Do you sometimes stay awake till late night and access Facebook or watch reels?

| Awake till late night |           |         |
|-----------------------|-----------|---------|
|                       | Frequency | Percent |
| Yes                   | 69        | 46.9    |
| No                    | 78        | 53.1    |
| Total                 | 147       | 100     |

(Table 7)

The result of this question provides some insight into the prevalence of late-night Facebook and reel usage. The majority – 78 respondents (53.1%) have disagreed of staying awake till late night for accessing Facebook. However, 69 respondents (46.9%) have agreed of following this practice for accessing Facebook.

### *Gender of Respondents and their response whether stay awake till late night and access Facebook or watch reels - CROSSTABULATION ANALYSIS*



|                       |        | Awake till late night |    |       |
|-----------------------|--------|-----------------------|----|-------|
|                       |        | Yes                   | No | Total |
| Gender of Respondents | Male   | 43                    | 29 | 72    |
|                       | Female | 26                    | 49 | 75    |
|                       |        | 69                    | 78 | 147   |

(Table 7.1)

The Table 7.2 is a cross-tabulation analysis, which summarizes the responses by male and female respondents, and their answer to the question whether they stay awake till late night and access Facebook or watch reels. It shows that Majority - 43 male respondents (60%) have agreed to stay awake till late night and access Facebook or watch reels, while 29 male respondents (40%) have disagreed to the question. 26 female respondents (35%) have agreed to stay awake till late night and access Facebook or watch reels, while Majority - 49 female respondents (65%) have disagreed to the question.

**Do you think that excessive use of Facebook can disturb mental health?**

| Facebook affecting mental health |           |         |
|----------------------------------|-----------|---------|
|                                  | Frequency | Percent |
| Yes                              | 119       | 81      |
| No                               | 28        | 19      |
| Total                            | 147       | 100     |

(Table 8)

The majority - 119 (81%) of the respondents believe that Facebook has some direct or indirect effect on mental health, while 28 (19%) respondents disagreed to the same question.

***Gender of Respondents and their response whether Facebook affects their mental health- CROSSTABULATION ANALYSIS***

|                       |        | Facebook affecting mental health |    |       |
|-----------------------|--------|----------------------------------|----|-------|
|                       |        | Yes                              | No | Total |
| Gender of Respondents | Male   | 62                               | 10 | 72    |
|                       | Female | 57                               | 18 | 75    |
|                       |        | 119                              | 28 | 147   |

(Table 8.1)

The Table 8.2 is a cross-tabulation analysis, which summarizes the responses by male and female respondents, and their perspective whether excessive use of Facebook affects their mental health or not. It shows that Majority - 62 male respondents (86%) have agreed that excessive use of Facebook affects their mental health, while 10 male respondents (14%) have disagreed to the question. 57 female respondents (76%) have agreed that excessive use of Facebook affects their mental health, while 18 female respondents (24%) have disagreed to the question.

#### Have you ever heard about or experienced digital fraud on Facebook?

| Heard about digital fraud |           |         |
|---------------------------|-----------|---------|
|                           | Frequency | Percent |
| Yes                       | 107       | 72.8    |
| No                        | 40        | 27.2    |
| To-<br>tal                | 147       | 100     |

(Table 9)

107 respondents (72.8%) reported that they have either experienced or heard about digital fraud on Facebook. A minority of respondents - 40, approximately 27.2% of the total, have not gone through or heard about digital fraud on Facebook.

**Do you feel Facebook is safe for sharing personal content?**

| <b>Is Facebook safe?</b> |           |         |
|--------------------------|-----------|---------|
|                          | Frequency | Percent |
| Yes                      | 30        | 20.4    |
| No                       | 117       | 79.6    |
| Total                    | 147       | 100     |

(Table 10)

The majority – 117 (79.6%) respondents don’t feel that Facebook is safe for sharing personal content like photos and videos. Despite these concerns, a minority of respondents – 30 in number, comprising approximately 20.4% of the total, believe that Facebook is safe for sharing personal content.

**Which is your preferred hardware device for accessing Facebook?**

|                      | <b>Preferred devices</b> |         |
|----------------------|--------------------------|---------|
|                      | Frequency                | Percent |
| Smartphone           | 127                      | 86.4    |
| Tablet/iPad          | 7                        | 4.8     |
| Computer/Lap-<br>top | 13                       | 8.8     |
| Total                | 147                      | 100     |

(Table 11)

Majority of respondents -127 in number, comprising 86.4% of the total, use their smartphones to access Facebook most of the time. A relatively small proportion of respondents, comprising 8.8% of the total, reported using their laptop or desktop computer to access Facebook. Only 4.8% of the total, reported using a tablet / iPad to access Facebook.

### What is your preferred language of using Facebook?

| Preferred language |           |         |
|--------------------|-----------|---------|
|                    | Frequency | Percent |
| English            | 140       | 95.2    |
| Hindi              | 5         | 3.4     |
| Local Language     | 2         | 1.4     |
| Total              | 147       | 100     |

(Table 12)

The majority of respondents, 140 in number, comprising 95.2% of the total, use English as their preferred language when using Facebook. This suggests that English is the dominant language of Facebook users worldwide. In contrast, a very small proportion of respondents, comprising just 3.4% of the total, reported using Hindi as their preferred language when using Facebook. Another 1.4% of respondents reported using local language as their preferred language when using Facebook.

### Do you think Facebook can affect academic performance?

| Facebook affecting academic performance |           |         |
|-----------------------------------------|-----------|---------|
|                                         | Frequency | Percent |
| Yes                                     | 110       | 74.8    |
| No                                      | 37        | 25.2    |
| Total                                   | 147       | 100     |

(Table 13)

According to the responses, a significant proportion – 110 respondents (74.8%) believe that Facebook affects their academic performance, while a smaller percentage (25.2%) believe that it does not.

*Age of Respondents and their response whether Facebook affects their academic performance- CROSSTABULATION ANALYSIS*

|                           |             | <i>Facebook affecting academic performance</i> |             |            |             |       |
|---------------------------|-------------|------------------------------------------------|-------------|------------|-------------|-------|
|                           |             | Yes                                            |             | No         |             |       |
|                           |             | Frequency                                      | Percent-age | Fre-quency | Percent-age | Total |
| <i>Age of Respondents</i> | 15-19 Years | 54                                             | 88          | 7          | 12          | 61    |
|                           | 20-24 Years | 47                                             | 67          | 23         | 33          | 70    |
|                           | 25-29 Years | 9                                              | 56          | 7          | 44          | 16    |
|                           |             | 110                                            |             | 37         |             | 147   |

(Table 13.1)

The Table 13.1 is a cross-tabulation analysis, which compares respondents' age and their answer to the question whether Facebook affects their academic performance.

***The findings are as follows-***

Age 15-19: 54 respondents (88%) belonging to the age bracket of 15 to 19 years have agreed that Facebook affects their academic performance, while 7 respondents (12%) have disagreed to the same question.

Age 20-24: 47 respondents (67%) belonging to the age bracket of 20 to 24 years have agreed that Facebook affects their academic performance, while 23 respondents (33%) have disagreed that Facebook affects their academic performance.

Age 25-29: 9 respondents (56%) belonging to the age bracket of 25 to 29 years have agreed that Facebook affects their academic performance, while 7 respondents (44%) have disagreed to the same question.

Gender of Respondents and their response whether Facebook affects their academic performance- CROSSTABULATION ANALYSIS

|                       |        | Facebook affecting academic performance |       |     |
|-----------------------|--------|-----------------------------------------|-------|-----|
| Yes                   |        | No                                      | Total |     |
| Gender of Respondents | Male   | 55                                      | 17    | 72  |
|                       | Female | 55                                      | 20    | 75  |
|                       |        | 110                                     | 37    | 147 |

(Table 13.2)

The Table 13.2 is a cross-tabulation analysis, which summarizes the responses by male and female respondents, and their answer to the question whether Facebook causes an effect to respondent’s academic performance. It shows that 55 male respondents (76%) have agreed that Facebook affects their academic performance, while 17 male respondents (24%) have disagreed to the question. 55 female respondents (74%) have agreed that Facebook affects their academic performance, while 20 female respondents (26%) have disagreed to the question.

**Do you think Facebook can affect their natural sleep cycle?**

| Facebook affecting sleep cycle |           |         |
|--------------------------------|-----------|---------|
|                                | Frequency | Percent |
| Yes                            | 119       | 81      |
| No                             | 28        | 19      |
| Total                          | 147       | 100     |

(Table 14)

According to the result, large majority of respondents, 83.8% believe that Facebook can affect a person’s sleep cycle, while a smaller percentage, 16.2% do not think that it has an impact. This data suggests that many people are aware of the potential effects of social media use, such as Facebook, on sleep quality.

**Gender of Respondents and their response whether Facebook affects their natural sleep cycle- CROSSTABULATION ANALYSIS**

|                       |        | Facebook affecting sleep cycle |    |       |
|-----------------------|--------|--------------------------------|----|-------|
|                       |        | Yes                            | No | Total |
| Gender of Respondents | Male   | 59                             | 13 | 72    |
|                       | Female | 60                             | 15 | 75    |
|                       | Total  | 119                            | 28 | 147   |

(Table 14.1)

The Table 14.1 is a cross-tabulation analysis, which summarizes the responses by male and female respondents, and their answer to the question whether Facebook causes an effect to respondent’s sleep cycle. It clearly shows that 59 male respondents (82%) have agreed that Facebook affects their sleep cycle, while 17 male respondents (18%) have disagreed to the question. 60 female respondents (80%) have agreed that Facebook affects their sleep cycle, while 15 female respondents (20%) have disagreed to the question.

Do you avoid physical activities, yoga, exercise, and meeting with friends/family because of Facebook addiction?

| Avoiding physical activities |           |         |
|------------------------------|-----------|---------|
|                              | Frequency | Percent |
| Yes                          | 57        | 38.8    |
| No                           | 60        | 40.8    |
| Sometimes                    | 30        | 20.4    |
| Total                        | 147       | 100     |

(Table 15)

A significant percentage of respondents, 38.8%, agreed that they avoid physical activities, yoga, exercise, and meeting with friends/family because of Facebook addiction. A slightly higher percentage, 40.8% do not believe that Facebook addiction has an impact on their physical activities or social life, while a smaller percentage 20.4% indicated that they sometimes avoid physical activities or social interactions due to Facebook addiction.

*Gender of Respondents and their response whether they avoid physical activities over Facebook- CROSSTABULATION ANALYSIS*

|                       |        | Avoiding physical activities |    |           |       |  |
|-----------------------|--------|------------------------------|----|-----------|-------|--|
|                       |        | Yes                          | No | Sometimes | Total |  |
| Gender of Respondents | Male   | 34                           | 24 | 14        | 72    |  |
|                       | Female | 23                           | 36 | 16        | 75    |  |
|                       |        | 57                           | 60 | 30        | 147   |  |

(Table 15.1)

The Table 15.1 is a cross-tabulation analysis, which summarizes the responses by male and female respondents, and their answer to the question whether they avoid physical activities, yoga, exercise, and meeting with friends/family because of Facebook addiction. It clearly shows that Majority - 34 male respondents (47%) have agreed while 24 male respondents (33%) have disagreed to the question. 14 male respondents (20%) have agreed sometimes of avoiding physical activities over Facebook.

23 female respondents (31%) have agreed, while Majority - 36 female respondents (48%) have disagreed to the questions. 16 female respondents (21%) have agreed of sometimes avoiding physical activities over Facebook.

**Do you think Facebook has led to social comparison?**

| Facebook leading to social comparison |           |         |
|---------------------------------------|-----------|---------|
|                                       | Frequency | Percent |
| Yes                                   | 83        | 56.5    |
| No                                    | 24        | 16.3    |
| Maybe                                 | 40        | 27.2    |
| Total                                 | 147       | 100     |

(Table 16)

A majority - 83 respondents (56.5%) believe that Facebook has led to social comparison, while a smaller percentage (16.3%) do not believe it has. 40 respondents (27.2%) have answered in Maybe to the same question.



***Gender of Respondents and their response whether Facebook has led to social comparison - CROSSTABULATION ANALYSIS***

|                       |        | Facebook leading to social comparison |    |       |       |  |
|-----------------------|--------|---------------------------------------|----|-------|-------|--|
|                       |        | Yes                                   | No | Maybe | Total |  |
| Gender of Respondents | Male   | 44                                    | 8  | 20    | 72    |  |
|                       | Female | 39                                    | 16 | 20    | 75    |  |
|                       |        | 83                                    | 24 | 40    | 147   |  |

(Table 16.1)

The Table 16.1 is a cross-tabulation analysis, which summarizes the responses by male and female respondents, and their answer to the question whether Facebook has led to social comparison amongst the respondents.

It shows that the majority - 44 male respondents (61%) have agreed that Facebook has led to social comparison amongst them. 8 respondents (11%) have disagreed to the question. While 20 respondents (28%) were not sure and have answered in Maybe.

Majority - 39 female respondents (52%) have agreed that Facebook has led to social comparison amongst them. 16 respondents (22%) have disagreed to the question. While 20 respondents (26%) were not sure and have answered in Maybe.

**Findings**

In the previous sections, the findings were presented, and all the questions included in the questionnaire were analysed using IBM’s SPSS software, where all the appropriate statistical tools were used.

During this research, facts were learned through primary data. Analysis of the study and respondent data led to the development of stimulating acumens. The research study titled “A Study on The Impact of Facebook as a Social Networking Site among Youth” has gained additional multi-faceted dimensions and valuable insights from these results. The findings presented herein not only offer practical implications for the Social Media industry but also pave the way for future research endeavours.

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## Respondents' Demographics

The primary data collected through questionnaire consists of 147 responses, where 72 respondents are male and 75 are female. Most of the respondents are in the 20-24 age group, with 47.6% of respondents falling into this category. This indicates that a significant portion of respondents fall into the college age range, which is consistent with the fact that Facebook is still a popular platform among younger generations.

The second largest group of respondents are in the 15-19 age group, with 41.5% of respondents falling into this category. This indicates that a significant portion of respondents are teenagers, which suggests that Facebook is still relevant and popular among this age group despite the rise of newer social media platforms like Snapchat and Instagram.

10.9% of respondents are between the ages of 25 and 29. This indicates that there is a smaller but still significant portion of respondents who fall into the late 20s age range, which suggests that Facebook is still relevant and popular among this demographic as well.

## Preferred Language

This research study found that English is the most preferred language for accessing Facebook amongst the youth.

## Time Duration Spent on Facebook

This research study found that most of the respondents (44.9%) spend less than 15 minutes on Facebook every day. This may suggest that these individuals use Facebook more for occasional check-ins or for specific purposes, rather than as a primary source of entertainment or social interaction.

32 respondents, which is 21.8% of all respondents spend around 30 minutes on Facebook each day, which can be considered a moderate amount of time. This may suggest that these individuals use Facebook for a specific purpose or for limited social interaction.

This research study also found that the time frame of less than 15 minutes and around 30 minutes is opted more by female respondents with 59% stake in both these options. However, when it comes to the options of 1-2 hours and more than 2 hours, male respondents lead with 63% and 67% stake in these two choices. This data means that when it comes to

spending hours on Facebook, male respondents do it more than female respondents.

### Preferred Time

This research study found that nighttime is the most preferred time for accessing Facebook. The data suggests that 68.7% of all respondents, prefer to use Facebook at night, while only 31.3% use it during the day.

The study also found that male respondents are more in number when preferring nighttime for accessing Facebook with 76% choosing night for accessing Facebook, while 61% female preferred this time.

The crosstabulation analysis also found that most of the respondents who use Facebook during the daytime fall within the age group of 21-25. On the other hand, most of the respondents in the 15-19 age group prefer to use Facebook at night.

### Preferred Hardware Device

This research study found that Smartphone is the most preferred hardware device for accessing Facebook. There may be several reasons why most respondents chose smartphones as their preferred device for accessing Facebook like smartphones are highly portable and allow users to access Facebook on the go, regardless of their location. Smartphones offer a range of features and functionalities that make accessing and using Facebook easier and more convenient.

### Most Popular Facebook Segment

This research study found that Facebook Reels is the most popular Facebook segment, which consumes the most of the respondents' time. A total of 65 (44.2%) of all respondents reported that they spend the most time on Facebook watching reels. This indicates that this type of content is particularly engaging for a significant portion of Facebook users.

News updates is the second most popular Facebook with the choice 26.5% of respondents. It is worth noting that Facebook has faced criticism in the past for its role in spreading fake news and misinformation. However, it suggests that Facebook is still a popular source of news and information for a significant portion of its users.

Photo and video sharing is third most liked segment with 17% of respondents choosing it. This suggests that Facebook is still a popular platform for sharing personal content and experiences with friends and family.

This study also found that watching reels on Facebook is popular amongst female respondents, while getting news updates is more popular amongst the male respondents.

### **Cyber Bullying**

This research study found that 38.1% of all respondents have indeed experienced some form of bullying on Facebook. However, 47.6% disagreed of experiencing any kind of bullying, while 14.3% answered in maybe. This indicates that while the issue is prevalent, it is not universal, and there are users who have managed to avoid or mitigate the effects of cyber bullying on the platform.

Overall, the data suggests that while cyber bullying is a prevalent issue on Facebook, not all users have experienced it. And it also suggests that Cyber Bullying exists on Facebook. Nevertheless, it highlights the need for continued efforts to combat cyber bullying and create a safe and supportive online environment for all users.

### **Digital Fraud**

This research study found that majority - 107 respondents (72.8%) reported that they have either experienced or heard about digital fraud on Facebook. This suggests that a large proportion of the population has either fallen victim to digital fraud on the social media platform or is aware of such fraudulent activities.

The result demonstrates that digital fraud on Facebook is a widespread issue, with a significant majority of respondents having either experienced or heard about it. Nonetheless, there are individuals who have not encountered fraudulent activities on the platform, indicating the need to continue raising awareness about the risks associated with social media use.

### **Late Night Access and Effect on Sleep Cycle**

This research study found that 46.9% of the respondents stay awake till late night for the sake of accessing Facebook. The majority 53.1% disagreed of

following this practice. However, considering 46.9% of the respondents, it can be stated that using Facebook to watch reels late at night is a relatively common behaviour among social media users. One possible explanation for this could be the rise of short-form video content, which has become increasingly popular in recent years.

Social media platforms, including Facebook, have recognized this trend, and have introduced features, such as reels, to cater to users' desire for quick and entertaining video content. Another factor that may contribute to this trend is the ease of access to social media platforms on smartphones.

This research study also found that staying awake till late night is very common amongst males with majority 60% of the male respondents agreed of staying awake till late night for Facebook. However, only 35% of female respondents agreed of doing the same.

Another finding is that a majority 83.8% of the respondents believe that Facebook can affect a person's natural sleep cycle, while a smaller percentage, 16.2% do not think that it has an impact.

### **Sharing and Security**

This research study found that A significant majority of respondents - 117, approximately 79.6%, do not believe that Facebook is safe for sharing personal content. This suggests that a large proportion of the population perceives that sharing personal information or content on the social media platform may pose a risk to their privacy and security.

### **Effect on Mental Health**

This research study found that Facebook has some direct or indirect effect on mental health with 81% of respondents believing that excessive use of Facebook can disturb mental health. One possible explanation for this relationship is that excessive use of Facebook may lead to social comparison and feelings of inadequacy, which can contribute to symptoms of anxiety and depression.

This finding highlights the divided perspectives on the relationship between Facebook use and mental health, with a clear majority acknowledging the potential adverse effects while a minority hold a different view. A majority 86% of male respondents and 76% of female respondents agreed of Facebook's effect on mental health.

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### **Effect on Academic Performance**

The study found that the youth believes that Facebook has a direct impact to their academic performance. The majority – approx. 75% of the respondents agreed of having an impact on their academic career because of Facebook. It also found that the respondents in the age bracket of 15-19 years face the impact the most. This age bracket, which is considered as teenage and very crucial phase in terms of academic career. And hence, it can be said that Facebook has impacted their crucial years of academic career.

The crosstabulation analysis data also found that the male respondents faced the impact more than the female respondents with 76% male respondents agreeing of academic loss because of Facebook. However, with 74% of female respondents agreeing to this question, it can be said that Facebook has equally impacted both the genders.

### **Effect on Physical Activities**

The study found that respondents always or sometimes ignore physical activities like exercise, yoga, and/or meeting with friends and family because they used that time for accessing Facebook. 38.8% of the respondents agreed that they avoid physical activities, while 20.4% of the respondents indicated that they have sometimes stayed indoors for their Facebook addiction.

Adding together the number of respondents who agreed of avoiding physical activities sometimes or always, the data reaches to 87 respondents (58.2%). It suggests that Facebook addiction can have a real impact on a person's physical and social activities. It is important for individuals to be aware of their social media use and take steps to manage it in a way that supports their overall health and well-being.

The study also found that male respondents are more in number skipping physical have activities like exercise, yoga, and/or meeting with friends and family over their Facebook addiction.

### **Facebook causing Social Comparison**

This study found that Facebook has caused social comparison and insecurity in the lives of the youth. It also found an interesting point that the number of respondents feeling that Facebook has caused social compar-

ison has more male respondents than female respondents. Interestingly, 61% male respondents have felt so, while only 52% female respondents have agreed of feeling the same. However, considering majority of male and female respondents agreeing to this question, it can be clearly stated that Facebook causes social comparison and certain kind of insecurity amongst the youth.

Social comparison on Facebook refers to the tendency of users to compare their own lives, accomplishments, and experiences to those of their friends and acquaintances on the platform. This can contribute to feelings of jealousy, inadequacy, and low self-esteem. The prevalence of social comparison on Facebook – the leading social media platform is a topic of research and discussion in recent years, with some studies suggesting that it can have negative effects on mental health and well-being.

In addition to the negative effects on mental health and well-being, social comparison on Facebook can also have other impacts. For example, it can lead to users feeling pressured to present an idealized version of themselves on the platform, which can contribute to feelings of stress and anxiety.

## **Conclusion**

This research study provides information on Facebook usage patterns among a sample of respondents. It covers several topics, including age group distribution, preferred types of content, time spent on the platform, preferred usage times, and experiences with cyber bullying. The data shows that the most engaging type of content on Facebook is reels.

It also indicates that Facebook is more popular as a leisure activity, with the majority of users preferring to use it at night. The study also found that almost half of the respondents reported using Facebook for watching reels until late at night.

The data shows that while cyber bullying is a prevalent issue on the platform, where around 38.1% of the respondents reported experiencing cyberbullying on the platform. The study found that the youth mainly use Facebook for watching reels, staying connected with friends and family, sharing personal updates, photos and videos, and consuming content such as news.

Watching reels was reported as the most engaging segment, followed by

surfing news and sharing photos and videos. The study also found that Facebook usage varies significantly among respondents, with some individuals spending very little time on the platform, while others spend a significant portion of their day on it.

At the end, it is notable that Facebook has served people as a good communication platform that helps people to connect with each other, but it is also seen in this study that how Facebook as a social networking site affects the mental health, sleep cycle and most importantly the academic progress of the students. It was also seen that youth use Facebook more for reels purpose. The rise of short video format on social media have severely affected the youth in many ways, one of which was waking up till late night just to watch reels and many respondents have agreed to that. At the end, it can be said that Facebook as a social networking site has a significant and long-lasting impact on youth's lives in many ways and can serve for betterment of life in a few ways.

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