



RESEARCH PAPER

**Impact of Social Media on Consumption Pattern of University
Student: A Case Study of Narowal**

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ABSTRACT

This study analyze the impact of social media on university students' behavior and its influence on their academic performance, social life and also psychological. The study was conducted in the Narowal city. The quantitative research approach was used and survey method was selected to collect data .A structured questionnaire was used to obtain data from 300 students from the three Public sector universities of Narowal. The results of the study indicate that social media have very strong impact on university students. They are addicted of social media. Social media effect the academic performance and also have very deep psychological impact on university students. It become cause of Mental tiredness and anxiety among students. The researcher offers some recommendations for using social media apps in the positive way. The social media is a helpful tool for students, so its use is essential to acquire knowledge and information.The students should avoid using social media excessively.They should maintain a healthy balance in their lives and allocate sufficient time to extracurricular activities in their daily schedule. They should used social media in a way that it does not effects their social , academics and mental health.

KEYWORDS Consumption, Education, Facebook, Psychology, Social Media, Students, Twitter, Youtube

Introduction

Media are the tools of communication that are used to transform the information from one to another. Media basically that means of communication that provide news, entertainment and many other things to its subscriber. Communication means the imparting of news and information from one person to another (Muzaffar, et al. 2019 & Landry,2017).

Social Media

The increased use of digital media has had a big global impact on recent years' social communication channels. With the use of digital technology, Pakistani media and communication are changing. The incredible growth of digital media devices has altered the modes of communication. The citizens in society who had no opportunity to participate now have a wonderful opportunity to do so because to the digital media revolution. They can share information, comment on stories, and offer input on the news's substance (Muzaffar, et al. 2020 & Adnan, et al.2020).

YouTube

Steve Chen and Chad Hurley, two friends, launched YouTube in early 2005. The second-largest search engine is YouTube. In countries with a majority of Muslims, such as Egypt, Tunisia, and Pakistan, it is also highly common (Qualman, E.2012).

From a technical standpoint, YouTube depends on the availability of videos that can be produced using inexpensive camcorders or mobile phones and simple software. In addition, the social perspective As a social networking platform, YouTube creates online communities where users create and share content on related channels (Lange ,2007).

Facebook

Facebook is the popular widely used social media app in Pakistan. Our society is using it more and more. Facebook is most famous form of social networking site and is becoming more and more popular as a result of its user-friendliness.

There are already more than 800 million active users on Facebook, the biggest and mainly popular social media app on the internet. Facebook was introduced by the Mark Zuckerberg, Dustin Moskovitz, Chris Huges, and Eduardo Saverin in the Harvard University dorm rooms in early 2004 as a mechanism for students to connect, interact, and communicate with one another through their connections on school. Facebook is currently available in primarily exclusively for students in everyone over the age of 12 with an email address in more than 70 languages. This social network digitalizes individuals' actual social connections in a wise online setting (Safko & Brake,2009).

Twitter

Twitter transformed micro blogging into information sharing by limiting posts to 140 characters. Since its launch in March 2006, Twitter has grown in popularity all over the world. Since its launch, Twitter has been utilized by what appears to be the majority of people, including well-known companies like Apple and Google as well as celebrities like Lady Gaga and Ashton Kutcher. Even the US president maintains a Twitter account that is active (Safko & Brake ,2009).

Literature Review

According to Zahra & et al (2022) Media is one of the most useful and outstanding medium to spread education and information. It a way of dissemination of latest news, events and ceremonies taking place and developments in the society. Electronic media has a long history of struggle and efforts for its rights. Electronic media now plays vital role in everyday life.

Social media has advanced quickly since the year 2000, and the launch of new social platforms and applications gave the available communication channels a significant boost. The creation of Facebook, LinkedIn, MySpace, and Hi5 between 2000 and 2005 completely changed how individuals interacted with one another(Ellison, et al,2007).

Social media differs from previous forms of media in that it allows for an information flow that can happen quickly prior to an event and without the need for outside gatekeepers and editors (Boulliance & et al,2019).

Manjunatha,(2013) conducted a study on the usage pattern of social media among students in India. The study focuses on how Indian college students are using social media apps more frequently and how this is affecting different elements of their lives. The study attempts to understand usage patterns, hours spent, gender differences, membership reasons, and connections with online friends in the context of SNS. It was conducted through a survey of students from different colleges and universities in India. The study highlights the strong interaction that Indian college students have with these platforms while acknowledging the widespread adoption of SNS within this demographic. The article explores a number of SNS usage facets and offers insights into the changing dominance of these platforms among this audience.

Ida, et al. (2020) conducted the study on use of social media among youth ,it is based on comparative study of Pakistan and Indonesia. The research study focuses on the increasing youth involvement in political matters, particularly in Indonesia and Pakistan. The objective of the study to understand the impact of social media on enhancing youth engagement in political learning, participation, and efficacy. Conducted during general elections in both countries, the quantitative study gathered data through online and offline surveys. The research involved 400 respondents, with 200 from each country. The study's findings highlight the important role of the youth in shaping political discourse. Social media emerged as a powerful tool, enabling youngsters to actively take part in political events. This participation, in turn, contributed to their political knowledge and efficacy. The study concluded that young people effectively use social media platforms to discuss and raise awareness about political issues, ultimately influencing public sentiment.

Bian & Leung (2014)conducted a research on internet addiction symptoms among children and adolescent. Notably, entertainment and instant messaging usage were found to predict increased Internet addiction symptoms , even after controlling for various variables. The study also revealed that certain factors, such as gratifications-sought (like seeking status, expressing opinions, and experimenting with identity), Internet addiction symptoms (including withdrawal and negative consequences in life), and use of particular social media platforms (specifically blogs and Facebook), significantly forecasted changes in Internet risks .

Schaefer (2008) conducted a study on the motivation of using social media. They explores how social networking sites affect people's lives, focusing on how they can create and maintain relationships. An online survey is used in the study to acquire data, which focuses on a German social networking site. There is a strong overlap between users' online and offline interactions, according to key findings, which show that users have relatively limited networks made up of both personal and professional ties. Although many users have added strangers to their networks, many of these new relationships never move past the initial connection step.

Raj, et al. (2018) conducted research on social media usage among school students in India. The purpose of the study was to comprehend how school pupils use social networking sites (SNSs) and how that usage affects their academic performance. 388 randomly selected pupils from an English medium school in Siliguri, West Bengal, participated in the study by answering an anonymous questionnaire. The results showed that 87.1% of students used SNSs and spent a lot of time on them. Notably, 70.7% of those polled showed indications of addiction, with those 17 and older having a higher incidence. The study places a strong emphasis on the value of educating students on safe SNS use and the risks involved. It emphasizes that even while SNSs are popular, responsible use is crucial for students' wellbeing.

Hypotheses

H1: It is more likely that the social media have positive effects on students as compare to negative effects .

H2: It is more likely that the social media is creating psychological impact (depression , anxiety ,Panic stricken) among university students.

H3: It is more likely that the students trust more on information which is shared by twitter as compare to other social media apps.

H4: It is more likely that students used YouTube more as compare to other social media apps.

Theoretical Framework

The uses and gratifications theory, developed by Katz (1959), Klapper (1963), & Blumler (Blumler & Katz, 1974), forms the basis of this study. This theory diverges from the traditional one-way communication model and focuses on why people use media and what they use it for, as opposed to solely examining "media effects" (McQuail, 1983). In essence, the theory shifts the attention of media studies from what the media does to people, to what people do with the media (Klapper, 1963). According to this theory, audiences actively engage with media messages, considering them as one of many influences in their lives, and they use media for various purposes and in diverse ways (Blumler & Katz, 1974).

The Uses and Gratifications Theory is a user-centered approach that focuses on how people use media for their own special goals and pleasures. The motivations and needs that audience members perceive for themselves are heavily stressed in this concept. Different people can use the same communication message for distinct ends, according to Blumler and Katz (1974). The same media content might satiate different needs for different persons. This theory says that media have little effect on how audiences behave. Instead, viewers are extremely engaged in the media they consume and actively seek for content to meet a particular need. Audiences construct their own distinct meanings after digesting the content (Sidharan, 2023).

In a nutshell Blumler and Katz introduced the Uses and Gratification theory for the first time in 1974. The Uses and Gratification theory's five key components emphasize how audience members actively consume media rather than passively. As an audience, you are fully aware of the needs you are attempting to address, the appropriate media type to address those needs, and the objectives of each choice (Sidharan, 2023).

Material and Methods

The present research is based on quantitative research methodology and survey research as a method. In this study the students is selected as population. The unit of analysis are the Male and Female of selected Universities in Narowal .In this study the university students of selected three public sector universities of Narowal were selected as sample. The lists of these three are:

- University of Narowal ,Narowal.
- University of Engineering and Technology Lahore ,Narowal Campus.
- University of Veterinary and Animal sciences, Narowal Campus.

300 questionnaire were distributed among the selected sample of three public sector universities on Narowal. Questionnaire is selected as a tool of data collection. It is considered the most ordered and best tool to gather data from selected sample. The non-probability sampling was chosen as the method of data collecting. All respondents were approached directly via face-to-face procedure. Pre-testing was conducted among a homogeneous group of students.

Results and Discussion

Table 1
Time on social media

1 Hour	2 Hour	3 Hour	More then 4 Hours
10.70%	8.70%	15.70%	65.00%

The above demonstrate table show that the university students spend more then 4 hours on using social media. There are only 10.7% students who spend 1 hour on social media and 8.70% students who spend 2 hour on using social media and 15.70% students who spend 3 hours on social media ,While there is highest frequency 65% of students who spend more then 4 hour in using the social media .

Table2
Most frequently used media tool

	Television	Radio	Newspaper	Social Media
Very Much	11.30%	1.60%	8.00%	60.00%
Much	13.30%	3.30%	14.30%	29.00%
Neutral	12.00%	12.00%	16.00%	4.00%
Very Less	31.30%	53.00%	31.70%	3.70%
Less	32.00%	30.00%	30.00%	3.00%

The above table indicate that the university students use television , radio, newspaper and social media for getting the information. It shows that the students who used television very much only 11.3% ,and the students who used much are 13.30% and the students who used very less are 31.30% and the students who used less are 32% and the students who give neutral response are 12%. So it shows that there is very less students who use television for getting information. Similarly the table shows that the use of radio as a tool for getting information among the university students in Narowal . It shows that the students who used radio for getting information very less are 53% and the students who used radio for getting information less are 30% and the students who used radio as a tool for getting information very much are only 1.6% and the students who used radio as a tool for getting information as a tool much are only 3.30% or the students who give neutral response are 12%. So it shows that there are very less students who used radio as a medium for getting information.

It shows the use of newspaper as a medium for getting information among university students. It shows that there are very less students who used newspaper as a tool for getting information very less are 31.70% and the students who used newspaper for getting information less are 30% and the students who used newspaper as a tool for getting information Much are 14.30% similarly the students who used newspaper as a tool for getting information very much are only 8% and the students who remain neutral on the use of newspaper as a tool for getting information are 16%. So it shows that there is very less percentage of students who used newspaper as a tool for getting information.

It also shows that the use of social media as a tool for getting information among university students in Narowal. It shows that there are students who used social media

very much are 60% and the students who used social media as a tool for getting information much are 29% and the students who used social media as a tool for getting information very less are only 3.7% who used social media for getting information less are only 3% and the students who give neutral response are 4%. So it shows that social media is very frequently used as a tool for getting information among university students.

Table 3
Most frequently social media source

	Very Much	Much	Neutral	Very Less	Less
Facebook	25.00%	30.30%	11.00%	14.30%	19.00%
Twitter	8.00%	23.30%	15.00%	32.70%	21.00%
Youtube	35.30%	31.30%	21.30%	6.30%	5.70%

The above table shows the usage of Facebook, Twitter and YouTube among university students in Narowal. It shows that the students who used Facebook much are 30.30% and the students who used Facebook very much are 25% and the students who used Facebook less are 19%. Similarly, the students who used Facebook very less are only 14.30%, and the students who give neutral response are 11%. So it shows that there are more students who used Facebook much. Further, it shows the usage of Twitter among the university students in Narowal. It shows that the students who used Twitter very less are 32.70% and the students who used Twitter less are 21% and the students who used much are 23.30%. Similarly, the students who used very much are only 8%. While there are 15% students who give neutral response on the usage of Twitter. So it shows that there are very less students who used Twitter.

The table shows the usage of YouTube among university students in Narowal. It shows that 35.30% students who used YouTube very much or the students who used YouTube much are 31.30% and the students who used less are 5.70% and the students who used YouTube very less are only 5.70% and the students who give neutral response on the usage of YouTube are 21.3%. So it shows that the majority of university students in Narowal use YouTube.

Table 4
Trust the information share on the Facebook, Twitter and YouTube

	Very much	Much	Neutral	Very less	Less
Facebook	17.70%	17.30%	29.70%	18.70%	16.70%
Twitter	27.70%	27.50%	18.00%	17.30%	9.30%
Youtube	15.705	25.70%	24.30%	18.00%	16.30%

The above table shows the trust level of Facebook, Twitter and YouTube among the university students. It shows that majority of the students give neutral 29.70% response on the trust on the information shared by Facebook. It shows that the students who give very less response are 18.70% and the students who give less response are 16.70% and the students who give much are 17.30%. Similarly, the students who give very much are 17.30%. So the majority of the students remain neutral on the trust of the information shared by Facebook.

It shows that the university students in Narowal trust the information shared by Twitter very much are 27.70% and the student who trust much are 27.50%. Similarly, the student who trust the information shared by Twitter very less are 17.30% and the students who trust less are 9.30% or 18% students give neutral response on trust the information shared by Twitter. So it shows that the ratio of the

students who trust on the information shared by the twitter very much as compare to those students who less trust on the information shared by the twitter.

This table shows the trust the information shared by the YouTube among the university students in Narowal. It shows that 25.7% students trust on the information shared by the YouTube very much are 15.70% , very less 18% or less 16.30% students who trust the information shared by the YouTube , While 24.30% are those students who give neutral response on the trust the information shared by the YouTube. So it shows that majority of university students trust the information shared by the YouTube.

Table 5
Preferred medium for attaining the information

	Very Much	Much	Neutral	Very Less	Less
Facebook	17.00%	27.00%	25.30%	17.30%	13.30%
Twitter	21.00%	25.00%	21.70%	19.70%	12.30%
Youtube	31.00%	36.00%	14.70%	9.00%	9.30

The above table shows the facebook , Twitter and Youtube as a preferred medium for attaining the information among university students in Narowal. It shows that majority of the students who preferred facebook as a medium for attaining the information much are 27% and very much are 17% , very less are 17.30% ,less are 13.30% and 25.30% give neutral response on the facebook as a preferred medium for getting information among students. So it shows that majority of the student preferred facebook for getting information.

The table shows the twitter as a preferred medium for attaining information among university students in Narowal. It shows that 25% much students preferred twitter as a medium for attaining information and the students who preferred twitter as a medium for attaining the information very much are 21% and very less are 19.70% , less are 12.30% or 21.70% are those students who give neutral response on the twitter as a preferred medium for attaining the information among students. So it shows that the 25% much students preferred twitter as a preferred medium for attaining the information among the university students in Narowal.

It shows the YouTube as the preferred medium for attaining the information among university students in Narowal. It shows that 36% much students preferred YouTube for attaining the information and the students who preferred YouTube as a medium for attaining the information very much are 31% ,very less are 9% and the students who used YouTube as a medium for attaining the information less are 9.30% or 14.70% are those student who give neutral response on the YouTube as a preferred medium for attaining the information. So it shows that the majority of students preferred YouTube as a medium for getting the information.

Table 6
Negative effect of social media on academic life

Very Much	Much	Neutral	Very Less	Less
26.60%	29.30%	26.00%	6.70%	11.00%

The above table shows that the social media have negative effects on academics of university students . It shows that 29.30% much students think that social media have negative impact on their academics, 26.60% very much students think that social media have negative effects on their academics. There are 6.70% very less students who think that social media have very less impact on their academics and 11% students who think social media have less negative impact on their academics , while 26% remain neutral on

the negative effects of social media on academics. So it shows that majority of students think that social media have negative effects on their academics.

Table 7
Negative effect of social media on social life

Strongly Disagree	Disagree	Neutral	Strongly Agree	Agree
7.30%	11.00%	23.00%	28.00%	30.70%

The above table shows that the social media have negative effects on the students social life. It shows hat 30.70% students agree that social media have negative effects on social life , 28% strongly agree that social media have negative effect on students social life. While 11% disagree ,7.30% strongly disagree that social media have negative effect on their social life , while 23% remain neutral that social media have negative impact on their social life.

Table8
Effects of social media on students Life

	Strongly disagree	Disagree	Neutral	Strongly agree	Agree
Waste of Time	8.70%	10.00%	19.70%	29.00%	32.70%
Less Social Interaction	4.70%	18.00%	30.70%	20.00%	26.70%
Headache	4.30%	15.00%	27.30%	26.00%	27.70%
Eye Problem	9.30%	9.00%	20.30%	32.00%	29.70%

The above table shows that the students believe that social media have negative impact on their life and the social media become cause of wastage of their time .It shows that 32.7% students believe that social media waste their time and 29% students strongly agree that social media become source of waste of their time, 10% disagree and 8.70% strongly disagree that social media waste their time. While 19.70% remain neutral on that social media waste their time. So majority of the students believe that social media have negative impact on their life and waste of their time.

The above figure shows that social media have negative impact on their life and it become the source of less social interaction .It shows that majority of students remain neutral 30.70% and 26.70% agree that it become source of less social interaction and 20% strongly agree that social media become source of less social interaction and 18% disagree , 4.70% strongly disagree , while 30.70% remain neutral on that social media have negative impact on life and become source of less social interaction.

The table shows that social media become cause of headache among university students. It shows that 27.7% students agree that it become cause of headache and 26% student strongly agree that social media become cause of headache among students. While 15% disagree and 4.30% strongly disagree and 27.30% remain neutral on the negative impact of social media and become cause of headache among the university students.

The table shows that social media have negative impact on life and become cause of eye problem among students. It shows that 32% students strongly agree that social media become cause of eye problem and 29.70% agree that it become cause of eye problem. While 9.3% strongly disagree and 9% disagree that social media become cause of eye problem while 20.30% remain neutral on that the social media become cause of eye problem.

Table 9
Purpose of using Social media

	Very Much	Much	Neutral	Very Less	Less
For Education	31.00%	40.00%	16.30%	4.70%	7.30%
For News	19.00%	39.00%	21.70%	10.70%	9.60%
For Chatting	22.00%	31.00%	20.70%	16.30%	10.30%
For Entertainment	46.30%	31.70%	13.00%	5.00%	4.00%

The above table shows the using of social media for education purpose among the university students. It shows that the students who used social media for education purpose much are 40% and 31% used very much . Similarly the students who used social media for education purpose 4,7% very less or 7.30% less or 16.30 % students give neutral response on the usage of social media for educational purpose. So it shows that the majority of the student used much social media for educational purpose.

The table shows the use of social media for the news purpose among the students. It shows that the 39% much students use the social media for news , 19% very much , very less 10.70% , less 9.60% and 21.70% students gave neutral response on the usage of social media for the news. It shows that majority of the students used much social media for the news.

The above table shows the usage of social media for chatting purpose among the university students in Narowal. It shows that 31% much students used social media for the chatting purpose, 22% are those who used very much and the students who used Very less are 16.30% , less 10.30% and 20.70% are those students who choose remain neutral on using the social media for chatting purpose. So it shows that much people used social media for the chatting purpose.

The above figure shows that the purpose of using social media among university student in Narowal . It shows that the students who used social media for entertainment purpose very much are 46.30% and 31.70% much students who used social media for the sake of entertainment and 5% very less and 4% less students who used social media for the entertainment, while 13% students remain neutral on using the social media for the entertainment. So it shows that majority of students use social media for the sake of entertainment.

Table 10
Effects of social media on mental Health

	Strongly Disagree	Disagree	Neutral	Strongly agree	Agree
Mental Tiredness	8.30%	16.00%	20.30%	18.30%	37.00%
Anxiety	7.00%	15.00%	32.70%	15.70%	30.00%
Panic Stricken	5.70%	18.70%	38.00	14.30%	23.30%

The above table shows that social media have negative effect on mental health . It shows that it become cause of mental tiredness and 37% students agree that it become cause of mental tiredness ,18.30% strongly agree , 16% disagree and 8.30% strongly disagree that social media become cause of mental tiredness among students. While 20.30% remain neutral that social media become cause of mental tiredness among students.

The table shows that social media have negative impact on students mental health and become cause of anxiety. It shows that 32.7% give neutral response on that

the social media become cause of anxiety.30% students agree that social media become cause of anxiety and 15.70% students strongly agree that social media become cause of anxiety. While 15% disagree and 7% strongly disagree that the social media become cause of anxiety among the university students.

Above table indicates that the social media have negative effects on mental health and it become cause of panic stricken among students. It shows that 38% students remain neutral while 23.3% agree and 14.30% strongly agree that social media become cause of panic stricken among students . 18.70% disagree and 5.70% strongly disagree that social media become cause of panic stricken among university students in Narowal.

Table11
Impact of Social media on Wellbeing

	Strongly disagree	Disagree	Neutral	Strongly agree	Agree
Positive impact	2.00%	8.00%	29.00%	21.70%	39.30%
Negative Impact	5.70%	18.70%	29.00%	17.00%	29.70%
No Impact	24.00%	32.30%	32.70%	5.70%	5.35%
Both Negative and Positive	7.70%	8.00%	27.70%	21.70%	35.00%

The above table shows that the social media have positive impact on their overall wellbeing of the university students in Narowal. It shows that 39.30% agree that social media have positive impact and 21.70% strongly agree that social media have positive impact on their overall wellbeing. While 29% remain neutral and 8% disagree and 2% strongly disagree that social media have positive impact on their overall wellbeing. So it shows that the social media have positive impact on the overall wellbeing of the students.

The table shows that social media have negative impact on overall wellbeing of university students in Narowal. It shows that 29.7% agree that social media have negative impact and 17% strongly agree that social media have negative impact on their overall wellbeing, while 29% remain neutral and 18.70% disagree and 5.70% strongly disagree that social media have negative impact on their overall wellbeing. It shows that majority of the students are agree that social media have negative impact on the overall wellbeing of the students In Narowal.

It shows that social media have no impact on the overall wellbeing of students .In this regard 32.7% students remain neutral and 32.3% disagree that social media have no impact on overall wellbeing and 24% strongly disagree that social media have no impact. While 5.70% strongly agree and 5.35% agree that social media have no impact. So it shows that majority of students are disagree that social media have no impact on their overall wellbeing. So it shows that majority of the students remain neutral that social media have no impact on the overall wellbeing of the university students in Narowal.

The table shows that both positive and negative impact of social media on overall wellbeing of students. It shows that 35% students agree that social media have positive and negative impact and 21.70% strongly agree that social media have both impact and 8% disagree and 7.70% strongly disagree that social media have both positive and negative impact on their overall wellbeing and 27.705 remain neutral that social media

have positive and negative impact on their overall wellbeing. So it shows that majority of students are agree that social media have both positive and negative impact on their overall wellbeing.

Table12
Social media and Irrelevant and fake content

Strongly disagree	Disagree	Neutral	Strongly agree	Agree
4.70%	17.00%	28.30%	15.70%	34.30%

The above table indicate that the social media based on the fake and irrelevant content. In this regard only 4.70% students strongly disagree and 17% disagree that the social media is based on irrelevant and fake content. While 15.70% students strongly agree and 34,30% and 28.30% remain neutral on that the social media is based on irrelevant and fake content. So it shows that the majority of the students are agree that the social media is based on the irrelevant and fake content.

Table13
Social media create sensationalism among people

Strongly disagree	Disagree	Neutral	Strongly agree	Agree
2.70%	5.70%	33.30%	19.70%	38.70%

The above table depict that the social media create sensationalism among people. It shows that only 2.70% students disagree that social media create sensationalism among people and 5.70% are disagree and 33.30% are remain neutral that social media create sensationalism among people , meanwhile 19.70% students are agree and 38.70% are agree that social media create sensationalism among people. So it shows that majority of the students are agree that social media create sensationalism among people.

Statistical Analysis

Table 14
Reliability Statistics

Cronbach's Alpha	N of Items
.707	41

The value of Cronbach's alpha is .707 which shows that the reliability of questionnaire is acceptable. Total number of items are 41

Table 15
Chi square Analysis for Psychological Impact

	Value	df	Asymptotic Significance(2sided)
Pearson chi-square	2390.11a	2115	<.001
Likelihood Ratio	921.499	2115	1.000
Linear by Linear Association	10.184	1	.001
N for valid Cases	300		

Table16
Chi- Square Analysis for impact on Education

	Value	df	Asymptotic Significance (2sided)
Pearson chi-square	1321.140a	1222	.025
Likelihood Ratio	620.746	1222	1.000

Linear by Linear Association	11.479	1	<.001
N for valid Cases	300		

Table 16 shows that Pearson chi-square, likelihood ratio as well as linear by linear association significant value is <.001. The H1 of this study Social media have more positive impact as compare to negative impact is accepted, that social media have more positive impact as compare to negative impact. By doing analysis, value of p is less than (value of α , α)(<.005). So it is proved that H1 of the study is accepted. Table 2 depicts that Pearson chi-square, Likelihood ratio and also Linear-by-Linear association significant value is 0.025. So the H2 is accepted that social media have negative effects on the academics of the students.

Table 17
Sample Descriptive Analysis

	Mean Value	Std. Deviation Value	N
Usage and consumption	2.6479	.47347	300
Education	3.4023	.82792	300
Psychological impact	3.4597	.58684	300

The above table depicts that the mean value of usage and consumption of social media 2.6479, Education is 3.4023, psychological impact 3.4597. Moreover the standard deviation of usage and consumption is .47347, education .82792, while psychological impact .58684.

Discussion

Total 300 questionnaire was filled by the university students in Narowal. It include 150 male and 150 female. The results indicates that the 60% university students consume more the 4 hours on social media, while female are consume more time on social media. The findings of the study also indicates that students preferred social media for getting updates as compare to traditional media. They uses social media more frequently. Similarly the usage of YouTube was more frequently as compare to facebook and twitter so the hypothesis *It is more likely that students used YouTube more as compare to other social media apps* was accepted, the student used Youtube more frequently. It is also indicated from the findings of the study that students trust the information shared by twitter as compare to facebook and YouTube, so the hypothesis *It is more likely that the students trust more on information which is shared by twitter as compare to other social media apps* was approved. The students more trust on the information shared by twitter as compare to YouTube and facebook. They preferred facebook for getting information. They used social media for entertainment and education and for news. It is also indicated that the social media have negative effects on their academics. It become cause of waste of time. Social media also have very negative effects on social life. Social media also have very negative effect on students psychology. It become cause of mental tiredness and anxiety. The Hypothesis *It is more likely that the social media is creating psychological impact (depression, anxiety, Panic stricken) among university students* was approved that social media is creating mental tiredness and anxiety among the university students. The students feel happiness while using the social media. It is also shows from the findings of the study that social media have positive effects on students as compare to the negative effects. The hypothesis *It is more likely that the social media have positive effects on*

students as compare to negative effects was disapproved that social media have positive effects on overall wellbeing of the students as compare to the negative effects.

Conclusion and Recommendation:

The researcher offers some recommendations for using social media apps in the positive way and utilizing them in a beneficial and suitable manner to its users after gathering all findings and discussing the conclusion of the data acquired. Students that use social media in a positive way and must focus on their academics and social life. The social media is a helpful tool for students, so its use is crucial to acquire knowledge and information. When students connect to social media, they should constantly bear in mind that their primary goal is to use it, and that any information or links they offer are not just for their own enjoyment and interest, but also for the community of their contacts and friends. Social media platforms should be favored for the important information. Progress towards a healthy body comes with a healthy mind. The students should refrain from using social media excessively. They should maintain a healthy balance in their lives and allocate sufficient time to extracurricular activities in their daily schedule. They should used social media in a way that it does not effects their social , academics and mental health. There is more need to conduct research on the impact of social media on students academics and that social media is helpful in their education ,or it have negative effects on their academics if it is then how it effects their grades. There is more need to conduct study on the role of social media in achieving the goals of students . There is also need to conduct study on the impact of social media on consumption pattern of School students in Narowal.

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