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**USAGE OF FACEBOOK AND GRATIFICATION OF PAKISTANI
YOUTH**

M. Sc. Thesis



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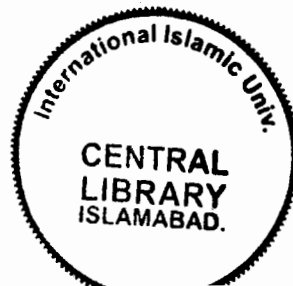
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Abstract

This quantitative study “Usage of Facebook and Gratification of Pakistani Youth” investigates the gratification and socialization of Pakistani youth using famous social networking website “Facebook”. The purpose of the study is to examine the socializing needs of a Facebook user and formation of parasocial relationships as it has become an obsession now a days for young generation. Uses and gratification provides excellent tool for this study. Questionnaire was designed to explore the phenomenon consisting of 38 close-ended questions from 200 respondents of Islamabad. For measuring the results of survey method, questionnaires have been provided to the sample of population. Findings of the study revealed that evolution of social networking websites is a successful idea for people to communicate to each other. Emergence of Facebook has made people more concerned to socialize with people in an easy and quick way offering other different elements. But results of the study showed that our orthosocial (face to face, non-mediated communication) needs are obligatory for country like Pakistan that is why real-time socialization is unavoidable. Although parasocial (non-mediated communication) relationship does exist when it comes to the use of Facebook particularly in leisure time yet youth is dealing with orthosocial and parasocial element simultaneously.

CHAPTER 1

INTRODUCTION

Social networking sites are becoming more popular by the day. Millions of people daily use social networking sites such as facebook.com, LinkedIn.com, Myspace.com and Orkut.com etc. Millions of people around the world are addicted to Facebook. It has now become an obsession among youth. Hence, this interesting phenomenon of internet as a socialization source is used for this research. This study investigates the usage of Facebook, finds out the needs of Pakistani users and how they are gratified. In 2005, more than 21 million adolescents between the ages of 12 and 17 had access to and routinely used the Internet (Lenhart, 2005). Facebook offers variety of fun, education, entertainment on a single click. There are hundreds of Social Networking Sites (SNSs), with a variety of technological affordances, holding up a wide range of interests and practices. Their key technological features are fairly reliable and the cultures that appear around SNSs are diverse.

Boyd and Ellison (2007) revealed that most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites provide to various audiences, while others attract people based on common language or shared ethnic, sexual, religious, or nationality-based identities. Facebook is an emerging trend all over the world especially among youth and now we see this also in Pakistan. Everyone is busy using

Facebook in colleges, universities, offices and at homes etc. Youth is keen to use Facebook in Pakistan.

This research checks the results of Facebook usage by Pakistani youth, what type and how many of their needs are being gratified. There are certain reasons and facts that give some insight to topic and rationale for the research such as:

1. Facebook has now become a trend as well: Everyone is using Facebook for their needs or something else or just for the 'trend'. It is popular around the globe, people are curious to know about each other. In Pakistan, this trend is prevalent among youth.
2. Facebook is an international sensation now: It has been spread all around the world. On 1st July 2008, Facebook were reporting 82,451,680 active users, Facebook figures now show that Facebook has 233,864,820 global users. Many researchers have been done so many researches of internet usage but this 21st century sensation provided motivation to check this growing phenomenon in Pakistan.
3. According to socialbakers.com, CIA reported Pakistan is number 32 on the list of facebook usage all over the world. In Asia, Pakistan is on 9th number having 1,803,806 estimated users, 1.07% population and 9.75% of online users. Age group between 18-24 years old use Facebook mostly in march, 2010 with the percentage of 52.11. (Age groups breakdown from facebook.com).
4. According to mashable.com, today, 400 million people log onto Facebook profile at least once every month and 50% are on the site daily. It shows millions of people's

needs are being gratified on Facebook that is why they are so addicted to Facebook. Researcher see that being of this huge population how can they are being gratified in one of the most visited websites.

5. In July 2008 11 countries had more than 1 million Facebook users, now 33 countries have more than 1 million Facebook users. Explosion in Facebook users numbers was seen in Western Europe (France, Spain etc) and South America (Chile) in the second half of 2008 (though numbers are still growing).

Facebook is a place for people to put their real lives online, providing factual information about their selves and having trusted interactions with their friends. And one can also say that Facebook is:

- One's online photo album.
- For fun, games and more.
- For business.
- For finding old friends.
- For groups.

According to all this information, the question is this 'who is not on Facebook'? A large number of people use it regularly and most have them addiction to Facebook. It is designed in a unique and special interface which makes Facebook so different from other social networking websites and attracts users towards it. According to mashable.com, it is also seen that especially in the U.S presidential elections, people used Facebook a lot and updated their status showing their political interests which

means that Facebook played a vital role in the political awareness and information among U.S Facebook users. Scholars from distinct fields have observed social networking websites in order to understand the practices, implications, culture, and meaning of the sites, as well as users' engagement with them.

1.1. Background

1.1.1. What is Social Networking Website

According to the definition of social network sites by Danah Boyd and Nicole Ellison

Social network sites are web-based services that permit individuals to (1) create a public or semi-public profile within a delimited system, (2) an expressive list of other users with whom they share a connection, and (3) view and pass through their list of connections and those made by others within the system.

Boyd and Ellison (2007) indicated that the nature and arrangement of these connections may differ from site to site. The term "social network site" to explain this phenomenon, the term "social networking sites" also come into views in public dialogue, and the two terms are frequently used interchangeably. They chose not to use the term "networking" for two reasons: emphasis and scope. "Networking" emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the main practice on many of them, nor is it what differentiates them from other types of computer-mediated communication (CMC).

What makes social network sites distinctive is not that they permit individuals to meet strangers, but rather that they allow users to articulate and make noticeable their social networks. On many of the large SNSs, participants are not essentially "networking" or looking to meet new people; instead, they are mostly communicating with people who are already a part of their extended social network. To highlight this articulated social network as a critical organizing feature of these sites, Boyd and Ellison (2007) tagged "social network sites." However, in the present study the term 'networking' is used because of its familiarity and more frequent usage.

1.1.2. Background Of Social Networking Websites

In the early years of social networking websites the first recognizable social network site started in 1998. SixDegrees.com allowed users to generate profiles, list their friends and, beginning in 1998 (Boyd and Ellison, 2007). Others such as AIM and ICQ buddy lists supported lists of friends, although those friends were not visible to others. Classmates.com permitted people to connect with their school or college and surf the network for others who were also associated, but users could not create profiles or list friends until years later. SixDegrees was the first website to combine these features.

Boyd and Ellison (2007) specified that from 1997 to 2001, a number of community tools began supporting diverse combinations of profiles and publicly

expressed friends. AsianAvenue, BlackPlanet, and MiGente allowed users to make personal, professional, and dating profiles—users could recognize friends on their personal profiles without looking for approval for those links. The Korean virtual worlds site Cyworld was launched in 1999 and added SNS features in 2001. Similarly, when the Swedish web community LunarStorm modified itself as an SNS in 2000, it contained friend's lists, guest books, and diary pages.

The next trend of SNSs started when Ryze.com was opened in 2001 to help people influence their business networks. Ryze never acquired mass popularity, Tribe.net grew to attract a passionate niche user base, LinkedIn became a powerful business service, and Friendster became the most significant, if only as "one of the biggest disappointments in Internet history" (Chafkin, 2007, p. 1).

From 2003 onward, numerous new SNSs were launched. While socially-organized SNSs seek broad audiences, professional sites such as LinkedIn, Visible Path, and Xing focus on business people. In addition, MySpace distinguished itself by regularly adding features based on user demand (Boyd, 2006b) and by letting users to personalize their pages. This "feature" appeared because MySpace did not limit users from adding HTML into the ways that framed their profiles; a copy/paste code culture became known on the web to support users in creating different MySpace backgrounds and layouts (Perkel, in press).

Teenagers started signing up MySpace in 2004. Not like older users, most teens were never on Friendster—some signed up because they wanted to connect with

their favorite bands; others were introduced to the site through older family members. As teens began joining, they encouraged their friends to sign up. Rather than refusing underage users, MySpace changed its user policy to permit minors. As the site expanded, three different populations started to form: musicians/artists, teenagers, and the post-college urban social mass.

1.1.3. Background of Facebook

Mass popularity of Facebook offers critical insight into participation patterns that do and will exist on other sites. Facebook was first created by a Harvard university student 'Mark Zuckerberg' in U.S.A who controlled it as one of his hobby projects with some financial help from Eduardo Saverin. Within months, Facebook and its foundation idea spread across the dorm rooms of Harvard where it was very well received.

Before he knew it, Mark Zuckerberg was joined by two other fellow Harvard-students – Dustin Moskovitz and Chris Hughes – to help him develop the site to the next level. Only months later when it was officially a national student network phenomenon, Zuckerberg and Moskovitz dropped out of Harvard to follow their dreams and run Facebook full time. In August 2005, 'the Facebook' was officially called Facebook and the domain facebook.com was purchased for a reported \$200,000. A survey conducted by Student Monitor revealed Facebook was the most

“in” thing after the iPod. Another 2005 survey said 90% of all undergraduates in the U.S. use either Facebook or MySpace regularly.

The most important distinction between Facebook and its most prominent competitor, MySpace, is that Facebook has fashioned itself around the institution of college (Danah Boyd, 2007). There are plenty of college students on MySpace (Eszter Hargittai, 2007) and plenty of non-college students on Facebook (John Schwartz, 2007).

1.2. Aspects of Socialization

1.2.1. What is Socialization and Its Importance

According to Mae Sincero, Sarah (2011), socialization goes hand in hand with enculturation, which is the process by which human beings as intelligent, reflexive creatures living together with other similar organisms must mold their way of thinking and feeling and adjust it to the ways of thinking and feeling considered right in their society. Practically how people learn how to think and feel about certain actions.

Socialization is important in the process of personality formation. While much of human personality is the result of our genes, the socialization process can form it in particular directions by encouraging specific beliefs and attitudes as well as selectively providing experiences.

1.2.2. Socialization and Media

The relation of media and the socialization through media is very old. When media started to evolve in the world, people tended to spend most of their time by using media rather than communicating or socializing in real time reference. Even though socializing through media is a little difficult idea to understand, but the emergence of internet encouraged people to use media for their needs. Suresh, Kalyani (2003) mentioned some basic functions of mass media in his book 'Journalism and Mass Communication'

1.2.2.1. Functions of the Mass Media

According to Suresh, the following are the basic functions performed by the mass media:

- 1- Information:** Surveillance of the environment relates to news about the happenings in society. The mass media carry out this function by keeping us informed about the latest events in and around the world.
- 2- Entertainment:** Mass media help us relax with family and friends and pass time. They also fulfill our psychological and social needs.
- 3- Symbolic Function:** Mass media provide a shared symbolic environment. George Gerbner sees television as the central symbol of American culture.

- 4- **Development:** The mass media in developing countries of Asia, Africa and Latin America perform the function of facilitators of development communication focusing on the socio-economic needs of the backward sections of society.
- 5- **Advertising:** This is a commercial function that helps keep the economic status of a country healthy. At the same time it would be suicidal to let this function dominate over the other functions of the mass media.

These points reflect Blumler and Katz's (1974), uses and gratification model in which they discussed how people use mass media. In this study, researcher has explained the uses and gratification model in theoretical framework. When people use mass media for their needs, it can be said that people tend to develop some parasocial relationships and displace their time by using media.

1.2.3. Virtual Socialization

Socialization is extremely important for growth and development of human beings. It needs time and money and co-ordination with group members to make the socialization a success. Virtual social interactions may not have the same intensity as real life; they do serve as a positive and healthy source of social interactions. It is being confirmed by the continuing popularity of online social networking sites. The popularity of using social networking websites is due to the fact that it allows members to create a virtual avatar to represent their personality. The website is run

and managed by well defined rules and regulations similar to real life situations. Socialization on social networking websites is definitely a next level of virtual socialization experience. Virtual groups, that communicate and coordinate their activities using information technology, continue to become prevalent as an organizational form (Ahuja & Carley, 1999).

1.2.4. Socialization in Relation to Facebook

1.2.4.1. Motivations to Use Facebook

There are three important aspects of the social interactions that enable or motivate users to use social networking websites. According to James Grimmelmann:

1. **A Profile** — Emphasizes identity: users create profiles that represent them.
2. **A Contact** — Emphasizes relationships: users establish one-to-one connections with others.
3. **Steering Lists of Contacts** — Emphasizes community: users occupy a specific place among their peers. (One could think of these aspects as corresponding to the first, second, and third persons: I, you, and them.)

(Grimmelman, 2009) mentioned people have used computers to socialize for a long time and new forms of social software take off when they offer users something socially convincing. Another social factor is that a social network site provides an excellent tool to make new friends and strengthens links. Communications

technologies have been connecting people since long before the Internet, and many authors have noted the strength of online relationships. Some social network sites see themselves as a way for users to meet new people. Its “looking for” profile field is a dating-site touch that’s been adopted by many other social network sites. The use of real names (rather than usernames) and especially of profile photos humanizes the interface, giving a stronger psychological impression of direct interaction. It means that real-life social networks rapidly tip towards mass social- network-site adoption as overlapping groups sign up because all their friends are signing up.

Similarly, the constant human desire to be part of desirable social groups drives social-network-site adoption and use. Identity, relationship, and community are not unique to social network sites. They’re basic elements of social interaction, offline and on. This urge to sociality is a highly motivating force—only provisions and safety come before it on the Maslow hierarchy of human needs. It has five levels:

- 1. Physiological** (hunger, thirst, shelter, sex, etc.)
- 2. Safety** (security, protection from physical and emotional harm)
- 3. Social** (affection, belonging, acceptance, friendship)
- 4. Esteem** (also called ego). The internal ones are self respect, autonomy, achievement and the external ones are status, recognition, and attention.
- 5. Self actualization** (doing things)

This study emphasizes the socialization of people in the society because using these objects people feels more curious about others' privacy which makes persons the invaders of others' privacy.

1.3. Problem Statement

Whether and to what extent Pakistani youth gratify their socializing needs by using Facebook and to what extent they engage in parasocial relationship neglecting the real-time socialization.

1.4. Research Questions

- RQ1** Does Facebook affect the socializing needs of Pakistani youth?
- RQ2** To what an extent Facebook gratify the needs of Pakistani youth?
- RQ3** Do people prefer real time socialization over virtual socialization?
- RQ4** Do over use of Facebook lead to parasocial relationship?
- RQ5** Does parasocial relationship affect the real time socialization?

1.5. Objectives

1. To identify the needs and desires of Pakistani youth using Facebook
2. To analyze the effect of using Facebook on the socialization habits of Pakistani youth
3. To examine the degree of parasocial relationships along with real time socialization

1.6. Significance

This study has a current and latest trend among the youth of Pakistan. It deals with the socializing needs of youth about Facebook. People like to communicate with other people rather they would be their family or their friends, they like to communicate on Facebook. It has the timely significance and from last four to five years it has been seen as an emerging medium in the world.

CHAPTER 2

REVIEW OF LITERATURE

O'Murchu, et al., (2004) states that by connecting to people in the same geographical area through SNSs it's easier than ever for people to connect to groups and join urban tribes. Social Networking websites made this option so easy that a user of SNS can find people from their specific tribes with single click. One benefit of using SNS is that it provides you the choice to connect with your geographical people instead of making friends with other people whom you don't know. Strangeness also, sometimes makes people reluctant to talk with a stranger, that's why people prefer to make friends within their geographical region.

Bryant (2008) applied uses and gratifications theory to Facebook and found that the most prominent Facebook use was diversion and entertainment followed by communication, offline social utility (deepening offline social connections), having an identity outlet, surveillance, online social utility (making new online social connections), and planning and accomplishing tasks. Further, surveillance uses shared the highest correlation with intensity of Facebook use, which might indicate a phenomenon known by users as "Facebook stalking," in which the site allows and even encourages users to monitor their friends and acquaintances activities closely without directly interacting with them (Dubow, 2008). The process of keeping surveillance of Facebook friends' actions is jokingly referred to as Facebook stalking

by many users. This view highlights Walther's (1996) observation that computer-mediated communication can actually facilitate increased intimacy levels.

Qingwen Dong (2008) explained in his study that users mostly communicate through social networking sites for "immediate", "efficient" and "selective" connectivity with others on Facebook and MySpace. Use of Internet made people's life so easy so that they can meet their needs as soon as they can and internet provides all kind of information and other stuff. Using SNS like Facebook and MySpace, user wants direct and instant communication which must be proficient and resourceful on their choice of selection.

Yin and Tung (2009) presented a comprehensive set of gratifications-obtained from Facebook in their study in Hong Kong. It also investigated the interrelationships between three psychological traits (collective self-esteem, online emotional openness, and communication apprehension) and the identified gratifications, and the interrelationship between them and Facebook uses. Six aspects of gratifications were identified and grouped into two categories. Under the category of "social compensation", four aspects of gratifications-obtained were: recognition gaining, emotional support, network extension, and network maintenance; under the category of "mood management", two aspects of gratifications-obtained were: social surveillance and entertainment. The study also found that the three psychological

traits are significantly correlated to the Facebook users' gratifications-obtained of "social compensation" and "mood management".

Foregger (2010) discovered nine factors of using Facebook in her study "The Uses and Gratifications of Facebook.com". These were: "Pass Time, Connection, Sexual Attraction, Utilities and Upkeep, Establish/Maintain Old Ties, Accumulation, Social Comparison and Channel Use. SNS users, most of their time, they want to use their time when they feel free and SNS like Facebook has all kind of stuff which makes a user keep busy on the site by exploring things which can help a user to pass time, helps to make connections with other people within and without their geographical areas, attract towards opposite or same genders, Facebook also gives the option to find and maintain old acquaintances and social contacts.

Leung (2010) investigated the "Effects of Motives for Internet Use, Aloneness, and Age Identity Gratifications on Online Social Behaviors and Social Support among Adolescents". In particular, how personality traits, such as perception of "aloneness" and age identity gratifications, together with motives for Internet use impact Internet habits and perceived social support are much-neglected areas of research. 'Aloneness' is seen mostly in youngsters because of their higher usage of internet. In this regard, they fulfill their need, they interact on SNS for their need of meeting or "emotional support".

Ellison, Steinfield and Lampe (2007) explored the ways in which Facebook, a social network site (SNS) popular with college students in U.S.A, aids young adults in forming and maintaining friendship networks. Specifically, examined the specific ways in which students used Facebook to interact with others on college campus, ranging from complete strangers to friends. Found three distinct suites of Facebook-related communication behavior: Initiating, Maintaining, and Information-Seeking, and that only Information-Seeking behavior predicts perceived bridging social capital. They argued that the technical and social affordances of SNSs enable relationships to form by serving some of the same functions typically performed by face-to-face communication among those who interact with one another within shared physical spaces.

Raacke and Raacke (2008) indicated that the increased use of the Internet as a new tool in communication has changed the way people interact. This fact is even more evident in the recent development and use of friend-networking sites in their study "Cyber Psychology & Behavior: MySpace and Facebook: Applying the Uses and Gratifications Theory to Exploring Friend-Networking Sites. Study has evaluated: (a) why people use these friend-networking sites, (b) what the characteristics are of the typical college user, and (c) what uses and gratifications are met by using these sites. Results revealed that the vast majority of college students are using these friend-networking sites for a significant portion of their day for

reasons such as making new friends and locating old friends. Additionally, both men and women of traditional college age are equally engaging in this form of online communication with this result holding true for nearly all ethnic groups and many uses and gratifications are met by users (e.g., “keeping in touch with friends”).

2.1. Theoretical Framework

Daniel Chandler (1994) mentioned in ‘why do people watch television?’ that Blumler and Katz developed the uses and gratification theory in 1974. They suggested that media users play an active role in choosing and using the media.

“Users take an active part in the communication process and are goal oriented in their media use. Theorists say that a media user seeks out a media source that best fulfills the needs of the user. Uses and gratifications assume that the user has alternate choices to satisfy their need.” (Blumler & Katz, 1974).

The 'Uses and Gratifications' model represented a change in thinking, as researchers began to describe the effects of media from the point of view of audiences. The model looks at the motives of the people who use the media, asking why they watch television programs, why they bother to read newspapers, why they find themselves so compelled to keep up to date with their favorite soap opera. The underlying idea behind the model is that people are motivated by a desire to fulfill, or

gratify certain needs. So rather than asking how the media uses us, the model asks how we use the media. McQuail, Blumler, and Brown (1972) broke down the model into four different needs in '*Sociology of mass communications*':

1. Surveillance
2. Personal Identity
3. Personal Relationships
4. Relationships with the Media
5. Diversion

Uses and gratifications theory takes a more humanistic approach in looking at media use. Blumler and Katz (1974) believed that there is not merely one way that the public uses media. Instead, they believe there are as many reasons for using the media. According to the theory, media consumers have free will to decide how they will use the media and how it will affect them. Blumler and Katz's values are clearly seen by the fact that they believe that media consumers can choose the influence media has on them as well as the idea that users choose media alternatives merely as a means to an end.

2.1.1. Parasocial Interaction Theory

Parasocial involvement, an idea of intimacy between media consumers and media professionals, is one of the most interesting communication phenomena ever observed in media-saturated societies. It was first discussed by Horton and Wohl, 1956. They formed this thought, emotional attachment that certain audience members develop toward their favorite characters or personae to a point where parasocial and orthosocial (face to face and non media mediated) interaction are no longer noticeable by traditional standards. This mass mediated interaction is not real, thereby the term parasocial interaction. Common cases are where the personae's highly scripted roles on TV became incorporated with the viewer's medium of real life relationships. This illusion of intimacy, Horton and Wohl thought, develops from the fact that para and ortho interactions are frequently dictated by a same set of principles prevailing human communications- sociability, affability, sympathy, empathy. So, the audience may be "finely suggested into the program's action and internal social relationships..." In addition, for Horton and Wohl (1956) viewer's observation of intimacy revolves around TV production techniques.

Horton and Strauss (1957) argued that parasocial interaction can also exist even in those face-to-face situations where there are large audiences (e.g., show or lecture), where there is a large gap in status between a performer and their audience. This can also happen because of mass audience and the speaker cannot speak with

people individually. This situation is similar to the internet. For example, although many people may visit an online community, given a large number of users, it is unlikely that an individual user would be able to directly interact with all other users online. So, a common situation would be that while a user might be able to interact with some community members, they would have to observe the interactions of many others.

2.2 Conceptual framework

Uses and Gratification in Relation to Media

Audience gratifications can be derived from at least three distinct sources: media content, exposure to the media, and the social context that characterize the situation of exposure to different media. Nevertheless, it is clear that the need to relax or to kill time can be satisfied by the act of watching television, that the need to feel that one is spending one's time in a worthwhile way may be associated with the act of reading (Waples, Berelson, and Bradshaw, 1940; Berelson, 1949), and that the need to structure one's day may be satisfied merely by having the radio "on" (Mendelsohn, 1964). Similarly, a wish to spend time with one's family or friends can be served by watching television at home with the family or by going to the cinema with one's friends. Each medium seems to offer a unique combination of: (a) characteristic contents (at least stereotypically perceived in that way); (b) typical attributes (print

vs. broadcasting modes of transmission, iconic vs. symbolic representation, reading vs. audio or audio-visual modes of reception); and (c) typical exposure situations (at home vs. out-of-home, alone vs. with others, control over the temporal aspects of exposure vs. absence of such control). The issue, then, is what combinations of attributes may render different media more or less adequate for the satisfaction of different needs (Katz, Gurevitch, and Haas, 1973).

Uses and Gratifications in relation to the Internet

Papacharissi and Rubin (2000) proposed interpersonal communication gratifications, recognizing that communication functions like e-mail and chat rooms are common modes of Internet usage. Korgaonkar and Wolin (1999) found dimensions of information, interactive, and economic control. Other new gratification dimensions have included: problem solving, persuading others, relationship maintenance, status seeking, and personal insight (Flanagin & Metzger, 2001); Song et al.'s (2004) virtual community gratification; Charney and Greenberg's (2001) coolness, sights and sounds, career, and peer identity factors; and Stafford and Stafford's (2001) search and cognitive factors. They achieved a modest increase (to 21%) in the variance explained in Internet usage, mostly from the addition of a search factor (i.e., that accessing search engines was an important motivation for using the Internet) to more conventional information seeking and entertainment gratifications.

CHAPTER 3

METHODOLOGY

3.1. Research Design

This study is conducted to investigate the gratification and socialization needs of Pakistani youth by using Facebook. Its users like to spend their time mostly on the site which provides the strong reason that Facebook must be provide all kinds of socialization and gratification meeting factors on the site. This research concerns with quantitative methodology to get information from respondents. Cormack (1990) illustrated,

“A formal, objective, systematic process in which numerical data are utilized to
obtain information about the world”

3.2. Population and Sample

3.2.1. Population

Mugo Fridah W. defined population as:

“A population is a group of individuals persons, objects, or items from which samples are
taken for measurement.”

Population of the study is male and female students of Islamabad between the ages of 18-24 years.

3.2.2. Sample

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Webster, 1985). When dealing with people, it can be defined as a set of respondents (people) selected from a larger population for the purpose of a survey.

The basic sample comprises selected age group facebook users. Sample size was 200 including

- Age
- Gender

3.2.3. Sampling Technique

Convenient sampling was used to get the information from respondents. Mugo Fridah W. wrote that 'it is useful in getting general ideas about the phenomenon of interest.'

3.3. Conceptualization and Operationalization

- **Usage of Facebook** - Usage can be defined as "the action, amount, or mode of using, e.g. a decreased *usage* of electricity (Webster 2011). For this study, usage of Facebook is measured by number of hours spent on Facebook. By this, spending great

deal of time and heavy usage of Facebook shows that how much user likes to stay connected to the site and it also reveals that the specific site is really effective for user which compel user to use it more. Measuring the number of hours will give the more significant understanding and facts to measure it accurately.

- **Gratification** - Gratification is source of pleasure especially when gained from the satisfaction of a desire.(Wordreference 2011). Gratification is also measure by number of hours spent on facebook. It comes up with the point that using Facebook means a user only use Facebook if his/her needs are gratified. Spending many hours on Facebook shows that user's needs are gratified at high level.

3.4. Instrument

The method used in this study is survey method. "The survey is a non-experimental, descriptive research method. Surveys can be useful when a researcher wants to collect data on phenomena that cannot be directly observed (such as opinions on library services)."

In survey method researcher selects a sample from a large population and manages a standardized questionnaire for them. The questionnaire, or survey, can be a written document that is completed by the person being surveyed. 100 male and 100 female students of Islamabad were chosen to get the response. Close ended questionnaire are designed to collect the response. Total number of questions is 38.

3.5. Analysis and Interpretation

Data analysis and interpretation is done by using Microsoft Word SPSS software.

3.6. Limitations

- Time span of conducting research was short.
- Not having access to the resources also hampered this research. For example, no access was given to different universities to get the information from people.
- The selected population is small for generalizability of the research.

4- FINDINGS

4. Survey Questions

4.1. What kind of communication method you normally prefer for socialization?

Almost fifty percent respondents prefer face to face communication followed by mobile texting thirty percent, while the use of social networking is preferred by fifteen percent only.

Table 4.1 Preference of communication method for socialization

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Face to face	94	47.0	47.7	47.7
Mobile texting	60	30.0	30.5	78.2
Calling	13	6.5	6.6	84.8
Social networking websites	30	15.0	15.2	100.0
Total	197	98.5	100.0	
Missing				
System	3	1.5		
Total	200	100.0		

4.2. Which social networking sites do you use?

Almost ninety percent respondents use Facebook followed by MySpace ten percent, while Orkut is used by five percent only.

Table 4.2 Using of specific social networking website

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	177	88.5	90.8	90.8
	MySpace	13	6.5	6.7	97.4
	Orkut	5	2.5	2.6	100.0
	Total	195	97.5	100.0	
Missing	System	5	2.5		
Total		200	100.0		

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4.3. How many times do you log on to social networking websites?

Almost sixty percent respondents use Facebook daily followed by twice a week twenty percent, while once in a month by ten percent only.

Table 4.3 How much a respondent log on to social networking website

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a month	19	9.5	9.6
	Twice a month	5	2.5	12.1
	Once a week	26	13.0	25.3
	Twice a week	36	18.0	43.4
	Daily	112	56.0	100.0
	Total	198	99.0	100.0
Missing System		2	1.0	
Total		200	100.0	

4.4. On an average day, how much time do you spend in real-time socializing with friends and family?

Almost sixty percent respondents spent 1 hour to 5 hours with family and friends in real followed by twenty percent of 6 hours to 10 hours, while 19 hours to 24 hours by five percent only.

Table 4.4 Spent time with family and friends in real

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 10 - 30 minutes	26	13.0	15.7	15.7
1 hour - 5 hours	93	46.5	56.0	71.7
6 hours - 10 hours	31	15.5	18.7	90.4
11 hours - 18 hours	9	4.5	5.4	95.8
19 hours - 24 hours	7	3.5	4.2	100.0
Total	166	83.0	100.0	
Missing System	34	17.0		
Total	200	100.0		

4.5. On an average day, how much time do you spend on social networking sites?

Almost forty percent respondents spent use social networking website for more than 40 minutes followed by twenty percent for 30 minutes to 39 minutes, while for less than 10 minutes by fifteen percent only.

Table 4.5 Average spent time on social networking websites in a day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10 minutes	24	12.0	12.2	12.2
	10-19 minutes	23	11.5	11.7	23.9
	20-29 minutes	42	21.0	21.3	45.2
	30-39 minutes	34	17.0	17.3	62.4
	More than 40 minutes	74	37.0	37.6	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

4.6. Instead of talking to someone face to face, I just use Facebook.

Almost thirty five percent respondents answered neutral followed by thirty percent strongly disagreed, while strongly agreed by ten percent only.

Table 4.6 Usage of Facebook instead of talking to someone face to face

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	56	28.0	28.6	28.6
	Disagree	39	19.5	19.9	48.5
	Neutral	65	32.5	33.2	81.6
	Agree	25	12.5	12.8	94.4
	Strongly agree	11	5.5	5.6	100.0
	Total	196	98.0	100.0	
Missing	System	4	2.0		
Total		200	100.0		

4.7. I use Facebook to send a message to someone.

Almost thirty six percent respondents disagreed followed by thirty one percent answered neutral, while strongly agreed by five percent only.

Table 4.7 Usage of Facebook to send a message to someone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	28	14.0	14.3	14.3
	Disagree	69	34.5	35.2	49.5
	Neutral	59	29.5	30.1	79.6
	Agree	31	15.5	15.8	95.4
	Strongly agree	9	4.5	4.6	100.0
	Total	196	98.0	100.0	
Missing	System	4	2.0		
Total		200	100.0		

4.8. I use Facebook to keep in touch with family members.

Almost thirty percent respondents strongly disagreed followed by twenty two percent answered neutral, while strongly agreed by fifteen percent only.

Table 4.8 Usage of Facebook to keep in touch with family members

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	55	27.5	28.6	28.6
	Disagree	39	19.5	20.3	49.0
	Neutral	42	21.0	21.9	70.8
	Agree	29	14.5	15.1	85.9
	Strongly agree	27	13.5	14.1	100.0
	Total	192	96.0	100.0	
Missing	System	8	4.0		
Total		200	100.0		

4.9. Using Facebook is a good way to contact out of country friends.

Almost forty percent respondents strongly agreed followed by thirty percent agreed, while strongly disagreed by ten percent only.

Table 4.9 Using Facebook is a good way to contact out of country friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	6.0	6.2	6.2
	Disagree	17	8.5	8.8	14.9
	Neutral	37	18.5	19.1	34.0
	Agree	52	26.0	26.8	60.8
	Strongly agree	76	38.0	39.2	100.0
	Total	194	97.0	100.0	
Missing	System	6	3.0		
Total		200	100.0		

4.10. I use Facebook to see who lives by me.

Almost thirty five percent respondents strongly disagreed followed by twenty five percent disagreed and answered neutral, while strongly agreed by ten percent only.

Table 4.10 Using of Facebook to see who lives by me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	65	32.5	34.4	34.4
	Disagree	44	22.0	23.3	57.7
	Neutral	45	22.5	23.8	81.5
	Agree	23	11.5	12.2	93.7
	Strongly agree	12	6.0	6.3	100.0
	Total	189	94.5	100.0	
Missing	System	11	5.5		
Total		200	100.0		

4.11. I use Facebook instead of an instant messenger.

Almost thirty percent respondents strongly disagreed followed by twenty five percent agreed, while strongly agreed by fourteen percent only.

Table 4.11 Usage of Facebook instead of instant messenger

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	53	26.5	28.0	28.0
	Disagree	29	14.5	15.3	43.4
	Neutral	37	18.5	19.6	63.0
	Agree	45	22.5	23.8	86.8
	Strongly agree	25	12.5	13.2	100.0
	Total	189	94.5	100.0	
Missing	System	11	5.5		
Total		200	100.0		

4.12. I use Facebook to post photos in my album.

Almost twenty six percent respondents strongly disagreed followed by twenty five percent answered neutral, while agreed by fifteen percent only.

Table 4.12 Usage of Facebook to post photos in album

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	50	25.0	25.8	25.8
	Disagree	30	15.0	15.5	41.2
	Neutral	48	24.0	24.7	66.0
	Agree	29	14.5	14.9	80.9
	Strongly agree	37	18.5	19.1	100.0
	Total	194	97.0	100.0	
Missing	System	6	3.0		
Total		200	100.0		

4.13. Facebook is a good way for me to network with others.

Almost thirty percent respondents answered neutral and strongly agreed followed by twenty percent agreed, while disagreed by fifteen percent only.

Table 4.13 Facebook is a good way to network with others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	25	12.5	12.9	12.9
	Disagree	22	11.0	11.3	24.2
	Neutral	54	27.0	27.8	52.1
	Agree	40	20.0	20.6	72.7
	Strongly agree	53	26.5	27.3	100.0
	Total	194	97.0	100.0	
Missing	System	6	3.0		
Total		200	100.0		

4.14. I use Facebook to pass the time.

Almost thirty percent respondents answered neutral followed by twenty percent agreed, while disagreed by fifteen percent only.

Table 4.14 Usage of Facebook to pass the time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	35	17.5	18.2	18.2
	Disagree	24	12.0	12.5	30.7
	Neutral	57	28.5	29.7	60.4
	Agree	40	20.0	20.8	81.2
	Strongly agree	36	18.0	18.8	100.0
	Total	192	96.0	100.0	
Missing	System	8	4.0		
Total		200	100.0		

4.15. I use Facebook to communicate easily.

Almost thirty five percent respondents answered neutral followed by twenty five percent agreed, while strongly disagreed and disagreed by fifteen percent only.

Table 4.15 Usage of Facebook to communicate easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	28	14.0	14.7	14.7
	Disagree	27	13.5	14.1	28.8
	Neutral	61	30.5	31.9	60.7
	Agree	41	20.5	21.5	82.2
	Strongly agree	34	17.0	17.8	100.0
	Total	191	95.5	100.0	
Missing	System	9	4.5		
Total		200	100.0		

4.16. I use Facebook to entertain myself.

Almost thirty percent respondents answered neutral followed by twenty five percent strongly agreed and agreed, while disagreed by twelve percent only.

Table 4.16 Usage of Facebook to entertain one's self

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	26	13.0	13.7	13.7
	Disagree	22	11.0	11.6	25.3
	Neutral	53	26.5	27.9	53.2
	Agree	44	22.0	23.2	76.3
	Strongly agree	45	22.5	23.7	100.0
	Total	190	95.0	100.0	
Missing	System	10	5.0		
Total		200	100.0		

4.17. Through Facebook, I have made new friends.

Almost thirty percent respondents strongly disagreed followed by twenty percent answered neutral, while disagreed by fifteen percent only.

Table 4.17 Making of new friends through Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	55	27.5	28.4	28.4
	Disagree	26	13.0	13.4	41.8
	Neutral	37	18.5	19.1	60.8
	Agree	35	17.5	18.0	78.9
	Strongly agree	41	20.5	21.1	100.0
	Total	194	97.0	100.0	
Missing	System	6	3.0		
Total		200	100.0		

4.18. I use face to face conversation because it is quick or fast.

Almost twenty eight percent respondents answered neutral followed by twenty seven percent agreed, while disagreed by ten percent only.

Table 4.18 I use face to face conversation because it is quick or fast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	26	13.0	13.5	13.5
	Disagree	16	8.0	8.3	21.9
	Neutral	53	26.5	27.6	49.5
	Agree	51	25.5	26.6	76.0
	Strongly agree	46	23.0	24.0	100.0
	Total	192	96.0	100.0	
Missing	System	8	4.0		
Total		200	100.0		

4.19. When I log on to Facebook, it gratifies my all needs.

Almost thirty five percent respondents answered neutral followed by thirty percent strongly disagreed, while strongly agreed by ten percent only.

Table 4.19 when I log on to Facebook, it gratifies my all needs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	53	26.5	27.6	27.6
Disagree	47	23.5	24.5	52.1
Neutral	58	29.0	30.2	82.3
Agree	23	11.5	12.0	94.3
Strongly agree	11	5.5	5.7	100.0
Total	192	96.0	100.0	
Missing System	8	4.0		
Total	200	100.0		

4.20. Facebook has all stuff that I want that's why I spend my most of the time on the site.

Almost thirty percent respondents strongly disagreed followed by twenty nine percent answered neutral, while strongly agreed by ten percent only.

Table 4.20 Facebook has all stuff that I want that's why I spend my most of the time on the site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	57	28.5	29.7	29.7
	Disagree	42	21.0	21.9	51.6
	Neutral	54	27.0	28.1	79.7
	Agree	25	12.5	13.0	92.7
	Strongly agree	14	7.0	7.3	100.0
	Total	192	96.0	100.0	
Missing	System	8	4.0		
Total		200	100.0		

4.21. Facebook brings people together.

Almost thirty five percent respondents agreed followed by thirty percent answered neutral, while disagreed by nine percent only.

Table 4.21 Facebook brings people closer

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	24	12.0	12.7	12.7
Disagree	17	8.5	9.0	21.7
Neutral	52	26.0	27.5	49.2
Agree	58	29.0	30.7	79.9
Strongly agree	38	19.0	20.1	100.0
Total	189	94.5	100.0	
Missing System	11	5.5		
Total	200	100.0		

4.22. I use Facebook to gossip about others.

Almost thirty six percent respondents strongly disagreed followed by thirty percent answered neutral, while strongly agreed by ten percent only.

Table 4.22 Usage of Facebook to gossip about others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	66	33.0	35.1	35.1
	Disagree	32	16.0	17.0	52.1
	Neutral	48	24.0	25.5	77.7
	Agree	24	12.0	12.8	90.4
	Strongly agree	18	9.0	9.6	100.0
	Total	188	94.0	100.0	
Missing	System	12	6.0		
Total		200	100.0		

4.23. I use Facebook to find out interesting things.

Almost thirty five percent respondents answered neutral followed by twenty percent disagreed, while strongly agreed by fifteen percent only.

Table 4.23 Usage of Facebook to find out interesting things

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	31	15.5	16.0	16.0
Disagree	38	19.0	19.6	35.6
Neutral	62	31.0	32.0	67.5
Agree	36	18.0	18.6	86.1
Strongly agree	27	13.5	13.9	100.0
Total	194	97.0	100.0	
Missing System	6	3.0		
Total	200	100.0		

4.24. I use Facebook to feel less lonely.

Almost thirty percent respondents answered neutral followed by twenty six percent strongly disagreed, while strongly agreed by fifteen percent only.

Table 4.24 Usage of Facebook to feel less lonely

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	48	24.0	25.1	25.1
	Disagree	31	15.5	16.2	41.4
	Neutral	52	26.0	27.2	68.6
	Agree	28	14.0	14.7	83.2
	Strongly agree	32	16.0	16.8	100.0
	Total	191	95.5	100.0	
Missing	System	9	4.5		
Total		200	100.0		

4.25. Facebook is an easy way to contact someone without much effort.

Almost thirty five percent respondents answered neutral followed by thirty percent strongly agreed and agreed, while strongly agreed by ten percent only.

Table 4.25 Facebook is an easy way to contact someone without much effort

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	16	8.0	8.3	8.3
	Disagree	25	12.5	13.0	21.2
	Neutral	62	31.0	32.1	53.4
	Agree	43	21.5	22.3	75.6
	Strongly agree	47	23.5	24.4	100.0
	Total	193	96.5	100.0	
Missing	System	7	3.5		
Total		200	100.0		

4.26. Using Facebook prevents boredom.

Almost thirty five percent respondents answered neutral followed by twenty percent agreed, while strongly agreed by sixteen percent only.

Table 4.26 Usage of Facebook prevents boredom

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	29	14.5	15.1	15.1
Disagree	29	14.5	15.1	30.2
Neutral	66	33.0	34.4	64.6
Agree	38	19.0	19.8	84.4
Strongly agree	30	15.0	15.6	100.0
Total	192	96.0	100.0	
Missing System	8	4.0		
Total	200	100.0		

4.27. I log on to Facebook to see my photo comments.

Almost thirty percent respondents answered neutral followed by twenty seven percent strongly disagreed, while strongly agreed and agreed by fifteen percent only.

Table 4.27 I log on to Facebook to see my photo comments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	50	25.0	26.2	26.2
	Disagree	26	13.0	13.6	39.8
	Neutral	55	27.5	28.8	68.6
	Agree	34	17.0	17.8	86.4
	Strongly agree	26	13.0	13.6	100.0
	Total	191	95.5	100.0	
Missing	System	9	4.5		
Total		200	100.0		

4.28. I use Facebook to look at friends' photo albums.

Almost thirty five percent respondents answered neutral followed by thirty percent agreed, while strongly disagreed by twelve percent only.

Table 4.28 Usage of Facebook to look at friend's photo album

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	23	11.5	12.0	12.0
	Disagree	24	12.0	12.5	24.5
	Neutral	61	30.5	31.8	56.2
	Agree	56	28.0	29.2	85.4
	Strongly agree	28	14.0	14.6	100.0
	Total	192	96.0	100.0	
Missing	System	8	4.0		
Total		200	100.0		

4.29. I use Facebook to leave a wall comment.

Almost thirty percent respondents answered neutral followed by twenty five percent disagreed, while strongly agreed by ten percent only.

Table 4.29 Usage of Facebook to leave a comment on wall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	39	19.5	20.5	20.5
	Disagree	44	22.0	23.2	43.7
	Neutral	56	28.0	29.5	73.2
	Agree	34	17.0	17.9	91.1
	Strongly agree	17	8.5	8.9	100.0
	Total	190	95.0	100.0	
Missing	System	10	5.0		
Total		200	100.0		

4.30. I use Facebook to find email addresses or screen names.

Almost fifty percent respondents strongly disagreed followed by twenty percent answered neutral, while strongly agreed by ten percent only.

Table 4.30 Usage of Facebook to find e-mail addresses or screen names

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	95	47.5	50.0	50.0
	Disagree	28	14.0	14.7	64.7
	Neutral	29	14.5	15.3	80.0
	Agree	24	12.0	12.6	92.6
	Strongly agree	14	7.0	7.4	100.0
	Total	190	95.0	100.0	
Missing	System	10	5.0		
Total		200	100.0		

4.31. Facebook affects your romantic relationships.

Almost fifty percent respondents strongly disagreed followed by twenty percent answered neutral, while strongly agreed by ten percent only.

Table 4.31 Effects of Facebook on romantic relationships

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	89	44.5	46.6	46.6
	Disagree	26	13.0	13.6	60.2
	Neutral	37	18.5	19.4	79.6
	Agree	24	12.0	12.6	92.1
	Strongly agree	15	7.5	7.9	100.0
	Total	191	95.5	100.0	
Missing	System	9	4.5		
Total		200	100.0		

4.32. Facebook is a barrier in the maintenance of a relationship.

Almost thirty five percent respondents answered neutral followed by thirty percent strongly disagreed, while strongly agreed by ten percent only.

Table 4.32 Facebook is a barrier in the maintenance of a relationship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	53	26.5	27.7	27.7
	Disagree	38	19.0	19.9	47.6
	Neutral	58	29.0	30.4	78.0
	Agree	24	12.0	12.6	90.6
	Strongly agree	18	9.0	9.4	100.0
	Total	191	95.5	100.0	
Missing	System	9	4.5		
Total		200	100.0		

4.33. Facebook helps me to make my mood better.

Almost forty percent respondents answered neutral followed by twenty percent disagreed and agreed, while strongly agreed by ten percent only.

Table 4.33 Facebook helps me to make my mood better

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	33	16.5	17.3	17.3
Disagree	36	18.0	18.8	36.1
Neutral	67	33.5	35.1	71.2
Agree	36	18.0	18.8	90.1
Strongly agree	19	9.5	9.9	100.0
Total	191	95.5	100.0	
Missing System	9	4.5		
Total	200	100.0		

4.34. When I'm on Facebook, time flies by.

Almost thirty percent respondents answered neutral and agreed with some little difference followed by twenty percent strongly agreed, while strongly disagreed and agreed by sixteen percent only.

Table 4.34 On Facebook, time flies by

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	29	14.5	15.3	15.3
	Disagree	30	15.0	15.9	31.2
	Neutral	47	23.5	24.9	56.1
	Agree	46	23.0	24.3	80.4
	Strongly agree	37	18.5	19.6	100.0
	Total	189	94.5	100.0	
Missing	System	11	5.5		
Total		200	100.0		

4.35. Spending great deal of time on social networking websites has affected my real time socialization with friends and family.

Almost thirty five percent respondents answered neutral while strongly disagreed by twenty percent only.

Table 4.35 Spending great deal of time on social networking websites has affected my real time socialization with friends and family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	31	15.5	16.4	16.4
	Disagree	34	17.0	18.0	34.4
	Neutral	63	31.5	33.3	67.7
	Agree	29	14.5	15.3	83.1
	Strongly agree	32	16.0	16.9	100.0
	Total	189	94.5	100.0	
Missing	System	11	5.5		
Total		200	100.0		

4.36. Social networking websites gratify my socializing needs more than actual socialization.

Almost thirty percent respondents answered neutral followed by twenty percent agreed, while strongly agreed by ten percent only.

Table 4.36 Social networking websites gratify my socializing needs more than actual socialization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	42	21.0	22.2	22.2
	Disagree	48	24.0	25.4	47.6
	Neutral	49	24.5	25.9	73.5
	Agree	34	17.0	18.0	91.5
	Strongly agree	16	8.0	8.5	100.0
	Total	189	94.5	100.0	
Missing	System	11	5.5		
Total		200	100.0		

4.37. Busy lifestyle has made social networking sites a convenient option to stay connected with friends and family.

Almost forty percent respondents answered neutral, followed by thirty percent strongly agreed and agreed, while strongly agreed by ten percent only.

Table 4.37 Busy lifestyle has made social networking sites a convenient option to stay connected with friends and family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	6.0	6.3	6.3
	Disagree	20	10.0	10.5	16.8
	Neutral	66	33.0	34.7	51.6
	Agree	47	23.5	24.7	76.3
	Strongly agree	45	22.5	23.7	100.0
	Total	190	95.0	100.0	
Missing	System	10	5.0		
Total		200	100.0		

4.38. We prefer online socialization more than going to meet someone especially.

Almost twenty five percent respondents answered neutral followed by twenty percent strongly disagreed, strongly agreed and agreed.

Table 4.38 Preference of online socialization more than going to meet someone especially

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	37	18.5	19.5	19.5
	Disagree	31	15.5	16.3	35.8
	Neutral	48	24.0	25.3	61.1
	Agree	37	18.5	19.5	80.5
	Strongly agree	37	18.5	19.5	100.0
	Total	190	95.0	100.0	
Missing	System	10	5.0		
Total		200	100.0		

CHAPTER 5

DISCUSSION AND CONCLUSION

Now a days heavy usage of Facebook has been observed which led the researcher to opt this area. Consuming a lot of time Facebook leads a user to socialize less in real with family and friends. But the point arises here, a user can only spend time on Facebook if that medium is satisfying him or her and the needs and demands of user are gratified. However, by putting effort in meeting with somebody face to face or in real, Facebook gives its alternative meeting with someone online without doing any effort, just on a single click. Spending great time on Facebook prefer virtual medium for socialization leads a user to build up online relationships, although having relationships in real but for convenience, user started prefer parasocial relationship for socialization and it also helps user to gratify it's all kinds of needs.

This research is concerned with quantitative methodology by using survey method. In Survey method, convenience sampling is used and a questionnaire was given to the selected sample to get the information. 250 questionnaires were distributed but only 200 were came back, so, researcher included these 200 questionnaires as response. Population involved 200 students from Islamabad, having Facebook account, were chosen, dividing as 100 male and 100 female students. The age of the respondents should have between 18-24 years. Students are most frequent

user as observed by researcher. Younger lot is more likely to use Facebook as others. They are not much seen the conducive environment that's why they are more likely to use Facebook for their gratifications.

Results shown that majority of the respondents prefer face to face for communication method but still some of respondents prefer mobile texting and social networking websites. It is also shown that majority of the respondents use Facebook the most who fall in 21-23 years of age 18-20 years of respondents use the least. Greater part of the respondents uses Facebook instead of MySpace and Orkut on daily basis more than 40 minutes. Majority of the respondents socialize in real with family and friends 1-5 hours in a day which shows the low ratio. It indicates that this low ratio related to spend time in real with family and friends leads respondents to use Facebook to gratify their social needs even.

First research question of this study is; does Facebook affect the socializing needs of Pakistani youth? Statements were selected to this research question was sorted out from questionnaire. First is; I use Facebook to keep in touch with family members. On Facebook, now user can find distant friends and family members not only and allows user to keep in touch with them. Results has shown that majority of the respondents strongly disagreed with it. Second is; I use Facebook to see who lives by me. Facebook gives options to its users who belong to its geographical area even O'Murchu, et al., 2004 indicated that by connecting to people in the same

geographical area through SNSs, it's easier than ever for people to connect to groups and join urban tribes. Results has shown that majority of the respondents strongly disagreed with it. Third is; Facebook is a good way for me to network with others. Results have shown that majority respondents gave the answer neutral for this statement. Fourth is; Facebook brings people together. On Facebook, everybody is on Facebook from all over the world. People from every country use Facebook. Results have shown that majority of respondents agreed to it. So, this research question generated a divided result where two statements were strongly unsupported, one was neutrally dealt and one agreed.

Findings suggest that Facebook does affect the socializing needs of Pakistani youth but still they use other communication methods for socializing. Most of the time, it has been seen here and results also shown, which were in neutral, that people tend to use these social networking sites like Facebook when they have leisure time or when they want to rest for a while. This diversion makes them addict to these social networking websites but yet, it has not that deep effect on the people.

Second research question of this study is; to what an extent Facebook gratify the needs of Pakistani youth. Statements were selected to this research question was sorted out from questionnaire. First is; Instead of talking to someone face to face, I just use Facebook. Results have shown that majority of respondents answered neutral

for this statement. Second is; Facebook is a good way for me to network with others. Networking or communicating with others through a source like Facebook is also a need for an online user. Results have shown that majority of respondents answered neutral for this statement. Third is; I use Facebook to pass the time. Passing time is sometimes difficult for people. So, On Facebook they keep engage themselves into different activities and things which make them to pass their time easily. Results have shown that majority of respondents answered neutral for this statement. Fourth is; I use Facebook to entertain myself. Facebook also fulfill this need of user by allowing them to post photos, uploading videos etc which helps user to entertain itself. Results have shown that majority of respondents answered neutral. Fifth is; Through Facebook, I have made new friends. Making friends online is also a source of fulfillment for online user. Results have shown that majority of respondents strongly disagreed to this statement. Sixth is; I use Facebook to find out interesting things. Information seeking or find out different facts and knowledge is also a need of user. Results have shown that majority of respondents answered neutral for this statement. Seventh is; I use Facebook to feel less lonely. Loneliness also sometimes leads a user to spend its more time to the site. Results have shown that majority of respondents answered neutral for this statement. Eighth is; Facebook is an easy way to contact someone without much effort. Making contacts easily without any effort is a convenience now days for users and that's why many users are likely to use Facebook. Results have shown that majority of respondents answered neutral. Ninth is; Using Facebook prevents boredom. Getting bored is also a problem for some

people who want to spend their time or have spare time. Results have shown that majority of respondents answered neutral for this statement. Tenth is; Facebook helps me to make my mood better. Yin and Tung (2009) found the three psychological traits are significantly correlated to the Facebook users' gratifications-obtained of "social compensation" and "mood management". Results have shown that majority of respondents answered neutral. Hence, this research question is generated a divided result where nine statements neutrally dealt and one statement was strongly unsupported.

Results reveal that Facebook gratify youth's needs to some extent because they only go to Facebook or other social networking website just for pleasure seeking in their free time and they actually don't rely on these sites totally. And a user only use these sites more when their gratification level goes higher and higher. But day to day commitments and social responsibilities fronts them to use Facebook or other social networking websites for their needs but preferring or using other media for communication at the same time like face to face communication does not affect their real time socialization that much.

Third research question for this study is; do youth prefer real time socialization over virtual socialization? Statement was selected for this research question sorted out from questionnaire. Statement is; I use face to face conversation

because it is quick or fast. Preference of face to face communication is a convenient for people because it is quick and easy. Results have shown that majority of the respondents answered neutral for this. Consequently, this research question is also produce neutral result by answering neutral to the statement.

Fourth research question of this study is; Do over use of Facebook lead to parasocial relationship. Statements were selected for this research question sorted out from questionnaire. First is; Facebook is a good way to contact out of country friends. It gives alternative to the user to communicate with out of country friends using Facebook, it also lead a user to stay online for long time on the site which make a source to build up parasocial relationship even with strangers. Results have found that majority of respondents strongly agreed to the statement. Second is; Facebook is a good way for me to network with others. Networking with others shows building up the parasocial relations by using Facebook. Results have shown that majority of the respondents answered neutral. Third is; through Facebook, I have made new friends which also enables user to communicate with other people and form relationships online. Results of this statement shown that majority of the respondents strongly disagreed with it. Fourth is; Facebook is an easy way to contact someone without much effort. Results have shown that majority of the respondents answered neutral to this statement. As a result, this research question is too, have mixed results where two statements shown neutral results, one was strongly supported and one was strongly unsupported.

According to the data findings the reason of mixed responses is that people still give time to their families in addition with spending time on Facebook. For example, society like United States of America where everyone keep their self busy and can't get much time to meet everyone or individually face to face. So, there technology is using at higher rate for their all kinds of communication needs e.g. e-mailing, mobile phones etc. But, here with the case of Pakistan, society is not technological driven and people feel hesitant to use technology, so, here people prefer face to face communication. While if they prefer virtual socialization over real time socialization because social networking websites like Facebook provides very quick easy kind of communication to its allowed user, so, people who don't get spare time or who do want to put effort to go outside and meet somebody especially, tends to use Facebook for its quick convenience. And, also Pakistani society has called to be a conservative society where meeting of a boy and girl is not consider good, for this, youth finds Facebook as a easy way for online dating.

Last research question for this study is; does parasocial relationship affect the real time socialization? Statements were selected to this research question was sorted out from questionnaire. First is; through Facebook, I have made new friends, which facilitates user to communicate with other people and form relationships online. Forming relationships online affects the real time socialization of user because spending hours online makes a user distant from its family and friends in real. Results has shown that majority of the respondents strongly disagreed with it. Second

statement is; we prefer online socialization more than going to meet someone especially. It shows that giving preference to online socialization also makes your real time socialization lesser than before. Results have found that majority of the respondents answered neutral. Third is; spending great deal of time on social networking websites has affected my real time socialization with friends and family. It illustrates that heavy usage on SNSs affects your real time socialization, again, it makes a user to stay connected to the site and user don't feel to log off from the site and go out to meet its family and friends in real. Results of this, majority of the respondents answered neutral. So, this research question has mixed results as well where two statements shown neutral and one was strongly unsupported.

Lastly the data suggested that the mixed findings on whether the over use of Facebook led to neither parasocial relationship nor these parasocial relationships affect their real time socialization is because our social responsibilities cannot let us to avoid real relationships. In a sense, people only use Facebook when they are fatigued from their daily routine and want to divert their self for a while but still they have also other options or time to give to their family and friends but places like U.S.A where within a family, parents gets no time for their children then it leads them to connect with other people and pass their time by using social networking websites. Also, parasocial relationships are affecting the real time socialization of Pakistani youth to some extent because parasocial relationship's convenience leads a user to stick with site for longer time because it offers variety of choices and options which

makes a user keep busy on the site. But the other hand where these parasocial relationship are not affecting real time socialization because youth, here, still prefer to go out with friends and family and other family and outside the family commitments and dealings.

CONCLUSION

Mae Sincero, Sarah (2011) explained that socialization is an essential part of the process of personality formation in every individual. It is right that genetics is the reason behind the structure of human personality, but socialization is the one that causes this personality to be shaped to specific directions through the process of accepting or rejecting beliefs, attitudes and societal norms. Because of the dynamics in socialization, we tend to have different personalities although we are living in the same society. This study also focuses the socialization aspect of Pakistani youth who chooses social networking websites as socializing medium and also for meeting their all kinds of needs. By using survey method, a questionnaire, having thirty eight statements, were provided to students of Islamabad who had active Facebook accounts. Socialization is a primary need of a human being. This technological driven world has made everyone's life so easy. Socialization can be done on a single click in every corner of the world because of the emergence of internet. Evolution of social networking websites was a successful idea for people to communicate to each other. Emergence of Facebook has made people more concerned to socialize with people in an easy and quick way with offering other different elements. Thus to conclude the

results of this study generated that our orthosocial needs are obligatory and dire need which cannot be avoided although parasocial relationship are being formed in the leisure time, but youth of Pakistan have to deal with and handle both kinds of relationship simultaneously.

Recommendations

- This study only investigates the socializing needs and gratification of a facebook user. While other important factors like entertainment, personal relationships and surveillance are not being investigated.
- Only conducting survey also limitize the research because no free opinion is included for more real answers of the questions because in the survey, participants only gives answers to the selected questions of the questionnaire. Qualitative method can also be used for this study.
- Now, older people are also taking interest joining social networking websites. Determining and conducting research on older people motivations towards joining social networking websites, measuring and finding their gratifications level.
- For future researches, researchers should use different factors of using Facebook and also can include and link them different communication, psychological and socializing theories to explore many dimensions of usage of Facebook.

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Appendix I

“USAGE OF FACEBOOK AND GRATIFICATION OF PAKISTANI YOUTH”

Questionnaire

Age: (18-20) (21-23) (Above 23)

Gender: Male Female

DIRECTIONS: Please limit your answers to the options given. In the boxes that follow the statement, please indicate how often you use Facebook for the purposes. Please mark the response that most applies to your use.

What kind of communication method you normally prefer for socialization?

- Face to face
- Texting
- Calling
- Social networking websites

Which social networking sites do you use?

- Facebook
- MySpace
- Orkut

How many times do you log onto social networking sites?

- Once a Month
- Twice a month
- Once a week
- Twice a week
- Daily

On an average day, how much time do you spend in real-time socializing with friends and family?

- 10-30 minutes
- 1 hour-5 hour
- 6 hour-11 hours
- 12 hors-17 hours
- 18 hours-24 hours

On an average day, how much time do you spend on social networking sites?

- Less than 10 minutes.
- 10-19 minutes
- 20-29 minutes
- 30-39 minutes
- More than 40 minutes

No	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly disagree
1.	Instead of talking to someone face to face, I just use Facebook.					
2.	I use Facebook to send a message to someone.					
3.	I use Facebook to keep in touch with family members.					
4.	Using Facebook is a good way to contact out of country friends.					
5.	I use Facebook to see who lives by me.					
6.	I use Facebook instead of instant messenger.					
7.	I use Facebook to post photos in my album.					
8.	Facebook is a good way for me to network with others.					
9.	I use Facebook to pass the time.					
10.	I use Facebook to communicate easily.					
11.	I use Facebook to entertain myself.					
12.	Through Facebook, I have made new friends.					
13.	I use face to face conversation because it is quick or fast.					
14.	When I log on to Facebook, it gratifies my all needs.					
15.	Facebook has all the stuff that I want that's why I spend my most					

	of the time on the site.					
16.	Facebook brings people together.					
17.	I use Facebook to gossip about others.					
18.	I use Facebook to find out interesting things.					
19.	I use Facebook to feel less lonely.					
20.	Facebook is an easy way to contact someone without much effort.					
21.	Using Facebook prevents boredom.					
22.	I log onto Facebook to see my photo comments.					
23.	I use Facebook to look at friends' photo albums.					
24.	I use Facebook to leave a wall comment.					
25.	I use Facebook to find email addresses or screen names.					
26.	Facebook affects your romantic relationships.					
27.	Facebook is a barrier in the maintenance of a relationship.					
28.	Facebook helps me to make my mood better.					
29.	When I'm on Facebook, time flies by.					
30.	Spending great deal of time on social networking websites has affected my real-time socialization with friends and family.					

31.	Social networking websites gratify my socializing needs more than actual socialization.					
32.	Busy lifestyle has made social networking sites a convenient option to stay connected with friends and family.					
33.	We prefer online socialization more than going to meet someone especially.					



Dedication

To my greatest father and mother who are whole world for me

Declaration

This thesis has been submitted as partial fulfillment of M.Sc in Media and Communication Studies to the Center for Media and Communication Studies. I solemnly declare that this is my original work and no material has been plagiarized and any material quoted from a secondary source has been provided with proper citations and references.

Aasma Javaid

Reg No: 109-FSS/MSCMC/F09

Dated: 15-Sept-2011

A handwritten signature in black ink, appearing to read 'Aasma Javaid', with a long horizontal line extending to the left and a vertical line extending downwards.

2011

International Islamic University, Islamabad
Faculty of Social Sciences
Center for Media and Communication Studies

Date: 15-Sept-2011

Final Approval

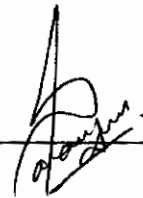
It is certified that we have read this thesis submitted by Aasma Javaid. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University, Islamabad for M.Sc. in Media and Communication Studies.

Viva Voice Committee

Supervisor:

Sarah Akhtar Hashmi

Signature: _____



External Examiner:

Dr. Farish Ullah

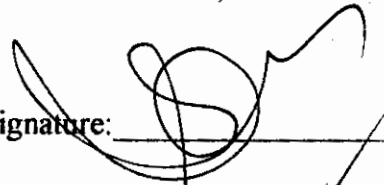
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Internal Examiner:

Sidra Chaudhry

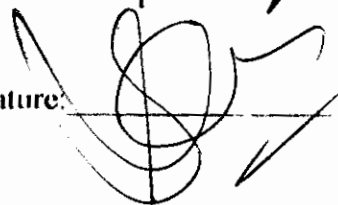
Signature: _____



Head of Department

Sidra Chaudhry

Signature: _____



Dean FSS

Professor Dr. Nabi Bux Khan

Signature: _____

