PROPAGATION OF FACEBOOK ADDICTION AMONG MUTAH UNIVERSITY STUDENTS.

Raffee Kheresha
Department of Sociology, Mutah University, Jordan.
Rafeekhresha@mutah.edu.jo

***ABSTRACT:** This study aims at relieving the Propagation of Facebook addiction among undergraduate students at Mutah University. The study uses the Bergen Facebook Addiction scale to determine the addiction level among undergraduate students of Mutah University. Out of (15322) students in social college, 604 students were selected randomly from all academic levels. The data were collected using a specially designed online questionnaire. The results show that the propagation of Facebook addiction was (23%) among undergraduate students. In addition, there is a significant correlation between Facebook addiction and number of hours spends daily surfing Facebook.*

**Keywords*:* Social Media Networks, Facebook; Addiction; Social-College-Mutah University.

1.   INTRODUCTION

The revolution of Contemporary communication technology allows web-based systems, which so-called social media networks to be one of the main space of communication. Social media provides the user with easy access to information through computers and mobiles all times. The social networking sites (Facebook, Twitter, Watts and LinkedIn, etc.) have emerged to be at the forefront of the information revolution without a competitor. Social media sites link people around the world to exchange a huge amount of information in all Health, social, economic, political, business, banking, games, entertainment, dating, etc. Generally, Social media networks are characterized by ease of use and rapid deployment. Users can surf them for very long periods and navigate through its pages easily without knowing how much time he/she has spent. This indicates the widespread use of social networking sites as a distinctive feature of this time. Social media are used by children, adolescents, adults and the elderly, as well as all segments of society with low income and high incomes. Social media networks have penetrated all areas of social life as a means of communication and exchange of ideas and information as well as political, economic, educational, etc. However, the features of open communications and the great benefit that may be achieved by social communication in all areas of life may pose a danger to its users as there is an ongoing debate about the excessive use that leads to a kind of addiction of social networking sites. The decline of family and social relations points out that spending most of the time in front of computer screens and phones can change the form of human relationships.

Facebook is considered one of the most widely used social networks, it provides news sharing, photos, videos, entertainment and shopping. Facebook propagation allows communication with friends and colleagues all over the world due to its easy features and the increasing demand for communicating. Facebook provides a social interaction that requires cognitive and emotional behaviours between the friends involved so that friends exchange messages between them in a society based. Facebook continues through which millions of people share common interests and share files, photos, videos, create blogs. The diversity and the huge number of Facebook users lead to different cultures and interactions. Statistics recorded the existence of (4) million users of networks from Jordan. Researchers argued that users who excessively use Facebook are posed to addiction symptoms more than normal users who spend part of their time on Facebook.

Friends interaction on social media networks has a great prevalence among university students and (85% to 96%) of them prefer to communicate over Facebook, Twitter, Whatsup, Instagram, etc. [3]. For example, in 2018 Facebook reached more than (2.27) billion monthly active users and (1.5)   active users visited the social network on a daily basis [4]. Teenagers and young adults use Facebook on a regular basis [5]. The extreme use of Facebook has harmful implications on individuals in terms of their psychological, productivity and personality aspects [10].

Therefore, this study uses the Bergen Facebook Addiction Scale to relive the propagation of Facebook and to find the link between Facebook addiction and study variables involving (age, Gender, Student level) among undergraduate students.

2.   Facebook Addiction

Numerous studies argued that personal characteristics have a substantial role in addiction. In [17], the association between Big Five personality characteristics and Internet excessive use is investigated. A recent meta-analytical review [18] showed that the big five personality characteristics have a significant link with social media addiction. Characteristics of Conscientiousness, Openness to new experiences, Extraversion, and Agreeableness are negatively linked to social media abuse and play a protective role against the consequences of the excessive use of social media; however, hysterical neurosis, which points to the emotional instability, stress and anxiety, is positively linked with social media abuse seems to play a risky role [18]. Social media users with higher scores of "hysterical neurosis" spend more time on social media networks compared physical connections [3,20]. Facebook addiction shares the same behavioural patterns of addiction on activities such as gambling, shopping and internet [9]. A study by Koc and Gulyagci [21] pointed out that the study of addictive behavers over social media still requires more research to prove its link with personal characteristics. Moreover, they emphasized on considering Other psychosocial variables such as loneliness and wellbeing to investigate their role in Facebook addiction. Loneliness pushes users to prefer web-based communications more than face-to-face interaction since the Facebook platform supports anonymity and less risky communications

[22, 5,23]. Lonely users consider social media such as Facebook the easier way to mitigate and make up the feeling of isolation from the real word and family loneliness. The formulation of such social behaviours makes individuals prefer online interaction, which may lead to family loneliness and social media abuse and then to addiction [24].

Facebook addiction can be recognized by many social and psychosocial predictors [11]. Life satisfaction is an important factor that contributes to Facebook addiction. Persons with Low level of life satisfaction seek to join social media networks to increase their personal satisfaction [32].

3. Materials and Methods

Students were questioned online, using an online questionnaire designed with eLearning portal at Mutah University. The sample was notified to fill up the questionnaire using social groups on Facebook and by using the messaging system provided by eLearning portal. The

questionnaire was written in the Arabic language. Data were collected in Feb 2018. A total of (302) students (female = 55.9%; n = 338; and male =45.1; n=266) aged between 18 and 35 (mean = 23.3, SD = 3.88) participated in the questionnaire.

3. Data Collection:

Data were collected from all participants by using an online questionnaire, which was designed to collect data. The Questionnaire consists of two parts. The first one covers the socio-demographic variables including (age, gender, Student Level), characteristics of Facebook use including (hours spent on Facebook, the motive behind Facebook use. The second part involving the Bergen Facebook Addiction Scale (BFAS) with six questions designed to measure Facebook addiction [35]. BFAS scale measures Facebook addiction based on six basic questions as follows:

Table1: BFAS Scale

Question	
Q1	You spend a lot of time thinking about Facebook or plan use of Facebook.
Q2	You feel an urge to use Facebook more and more.
Q3	You use Facebook in order to forget about personal problems.
Q4	You have tried to cut down on the use of Facebook without success.
Q5	You become restless or troubled if you are prohibited from using Facebook.
Q6	You use Facebook so much that it has had a negative impact on your job/studies.

A total of 302 students were questioned against the BFAS, and the following 5 answers to each one: (1) Very rarely, (2) Rarely, (3) Sometimes, (4) Often, and (5) Very often [15]. BFAS classify Facebook addiction based on the resulted score; if at least four questions have a score between 4 and 5, then BFAS suggests a Facebook addiction.

In terms of analytical procedures, the frequencies and means were computed for each socio-demographic variable and BFAS scale. To investigate the association between the variables involved, Pearson's correlations were performed. Differences between male and female for Facebook use were computed using t-test and the difference between categorical variables was computed using One-Way- ANOVA test.

5. RESULTS:

To investigate the propagation of Facebook, use among undergraduate students according to their gender and study level, frequencies were computed as shown in figur1 and 2 respectively.

5.1 Facebook Use

In terms of Facebook access frequency by gender, female students, 338 (55.9%), declared they visited FB on a daily base, where (34%) "<1 hour", (25%) "[1-2] hours", (22%) "[3-4] hours", and [19%] ">4 hours". However, male students,266(45.1%), declared they visited FB on a daily base, where (15%%) ">1 hour", (23%) "[1-2] hours", (24%) "[3-4] hours", and [38%] ">4 hours".
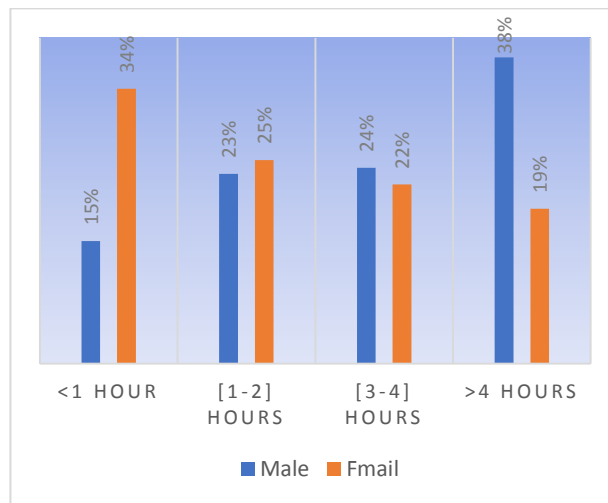

Figure1. Facebook use by gender.

Based on the result in fig 1, it is clearly noticed that male students tend to spend more time using Facebook than female students. The t-test is applied to examine the significance of these differences as shown in table 2.

Table 2. Differences in Facebook use between males and female's students

Gender	N	Mean	Std	Std Error
Male	266	3.8	1.23	.041
Female	338	2.3	1.39	0.107
T-test for equality of means				

	F	Sig	t	df	Sig (2tailed)	Mean diff.	Stat Error
Equal var. Ass	.943	.334	1.5	300	0.02	-3.700	1.003
Equal var. not Ass.			-3.30	25.621	005	-3.700	1.104

*p < = 0.05 (significant)

The result in table 2 shows a significant difference between male and female students t (300) =1.5, p < 0.05 (significant). This implies that male students spend much more time than female students using Facebook.

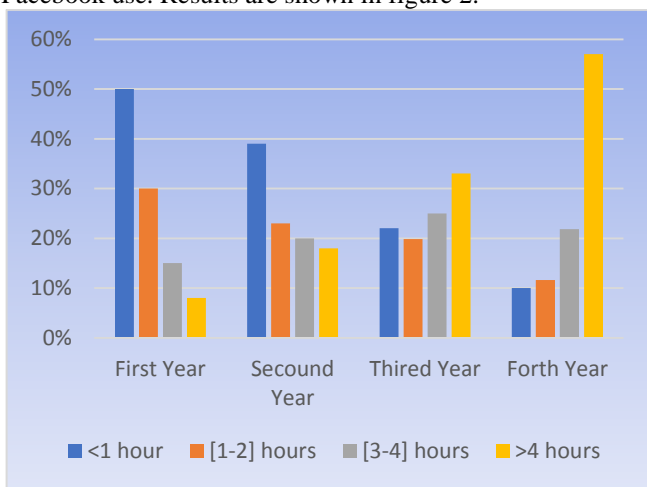Student level is also involved to investigate the level of Facebook use. Results are shown in figure 2.

Figure 2. Facebook use by study level.

Fgure1 shows that the majority of first-year students use Facebook for less than one hour a day. However, they gradually get more engaged in using Facebook at the next study level.

5.2   Facebook Addiction
Based on BFAS, students of all study levels responded to the six questions. Their responses were classified to addictive or normal behaviour. BFAS scale uses, for each question, the following responses: (1) Very rarely, (2) Rarely, (3) Sometimes, (4) Often, and (5) Very often. Thus, a student who achieved a mean greater or equal 4 in at least 4 questions is suggested to be addicted; otherwise, he/she is a normal one. The results are shown in table 2.

Table 2. BFAS results.

Class	Frequency	Percentage	Mean	St.D
Addictive	138	23%	4.2	1.25
Normal	466	77%	3.1	1.96

Results in Table 2 prove that (23%) of undergraduate are addicted or possibly addicted to Facebook with a mean (4.2) and standard deviation (1.25). Out of 302 students, the use of Facebook of 233 (77%) is classified as normal behaviour.

In order to find the link between Facebook addiction and the study level, Bivariate correlation was, and the result is shown in table 3.

Table 3. Pearson Correlation coefficients between time spent on Facebook and BFAS

	Spent Hours	BFAₔS
1	<1 hour	0.12
2	[1-2] Hours	0.32
4	[3-4] hours	0.56*
4	<4 Hours	0.79*

** significant.

Results in table 3 show that there is a significant (p<=0.05) relationship between time spent on Facebook and Facebook addiction.

6.   DISCUSSION
The results indicated the growing phenomenon of addiction to the use of social networking sites, especially Facebook. Where there is a correlation between the number of hours spent on Facebook and addiction. As the hours of engagement in the Facebook increase, the potential towards addiction increases. This is consistent with the general rule that excessive use of anything ends in addiction. It was noticed that males are more obese than females on using Facebook because of their ability to communicate and build a social relationship with greater flexibility than females, due to the nature of Jordanian society.

In addition, the results show that students in the advanced years are more prone to addiction and spend longer hours than their peers in the early years. This is due to the fact that students in advanced years have an extended network of relationships more than students in the related to their involvement and experience. First-year students spend fewer hours and therefore have no symptoms of addiction. This may be due to the fact that those students need more time to involve in the new university community and are therefore more in touch with studying rather social relationships.

7.   CONCLUSION
The results showed that the (23%) of students at Mutah University are addicted to using Facebook based on BFAS measurement. Males spend more time surfing Facebook than females. In addition, the results showed that students of the third and fourth years spend much more time using social

networking sites; while students in the first and second years were less likely to use them.

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