

## Too much Face and not enough Books! Impact of Facebook Addiction on Academic performance

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Dear Madam,

Madam, through your esteemed journal, I express my views on the hazardous effects of using Facebook on student's academic performance. Facebook is customary graded as the fourth popularized social networking website in the world. Mark Zuckerberg, the founder of Facebook, was a student of Harvard University in 2004. He established this social networking site as a medium to view student's college information. In the beginning, Facebook was used by the students of Harvard as a virtual channel for establishing new contacts and relationships<sup>1</sup>.

Currently, Facebook has climbed up to 1.59 billion active users worldwide. Active users are those which have logged into Facebook during the last 30 days. Pakistani Facebook users are rising at a rapid pace, they have been spotted as one of the emerging world of Facebook users, reaching a 9 million mark, and representing Pakistan as the 27th most popularized country on Facebook. Among these users, 70% are younger or aged 25 years, while female users are 2.1 million and males are 6.4 million in number. According to a survey, approximately 44,000 new Pakistani active users are linking with Facebook every week<sup>1</sup>.

There is a long list of its negative impact on society and on an individual's life. Facebook addiction leads to impairment of sleeping habits, health, and interest in studies for students and creates loneliness<sup>1</sup>. Long hours spent on Facebook seem to decline student's academic performance and grades. Students spend an average of 30-35 minutes per day surfing Facebook. Students observe that they actually spend only 3-4 minutes on each visit to check updates but make various visits a day<sup>2</sup>. Others accept that they spend up to 8 hours a day on the website. Nevertheless, they do believe that Facebook is a big source of distraction in their studies and is much time consuming. Students have observed that they find it difficult to avoid Facebook because it is enjoyable and keeps them in contact with their friends and family<sup>1</sup>.

Undoubtedly, using Facebook for activities that involve collecting and sharing information with friends and classmates, has a positive impact on academic performance. However, students who spend more time socializing like status updates, posting pictures, chatting, playing games and checking to see what friends are up to, have poor academic outcomes<sup>3</sup>.

Students should control their online activities and avoid using Facebook usage for long hours since it is affecting not only their academics, but also their physical and mental health. Balance in life is of utmost importance. Students can achieve benefit from their education, a lot easier with a healthy body and mind.

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**Fig.** A group socializing on Facebook

### References

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