

# Facebook Usage Pattern of the Students of Mawlana Bhasani Science and Technology University

Nushrat Nahida Afroz and Reshma Pervin Lima

## Abstract

Facebook is one of the popular social networking sites. This study investigates Facebook usage pattern of the students' of Mawlana Bhashani Science and Technology University. This research has been conducted over the Bachelor and Master's degree students from the MBSTU. Frequency distribution, cross tabulation and chi-square test has been applied for data analysis. A self-administered structured close-ended questionnaire used to collect data from 250 students. This research found about 97% of students have a Facebook account and male respondents uses Face book more than female respondents and found no significant statistical association between gender and usage of Facebook during the time of study, but found significant association between gender and negative impact on health of Facebooking. And also not found significant association among gender, time spending on Facebook per day and number of log in on Facebook. This study revealed usage of Facebook during the study time does not differ significantly among the students of different departments as well as the number of log in on Facebook. Future research attempt can be taken to find out the impact of Facebook usage on academic performance of the students.

**Key word:** Facebook, usage pattern, popular, addiction, groups.

## Introduction:

Facebook is one of the largest social networking sites and it becomes so popular especially among the students and it grabs their lifetime in such a way they cannot think their life without it. Facebook has become so popular among students that without Facebook, student life is almost unthinkable. (Debatin et al., 2009). Students get academic update such as result, class time from groups through use of Facebook. Because of excessive usage of Facebook, the students cannot concentrate fully on their study. They use Facebook during the time of their class and study. Long time usage of Facebook have a very bad effect on health specially

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it keeps students awake at night. The initial purpose of Facebook was to allow university students to create and maintain social ties between college and university students in different residential halls (Wikipedia). Even though Facebook is now used by a much wider variety of users, university students are still its “biggest fans”. Results from a recent paper (Ellison et al, 2007) reported that 94% of undergraduate students are active Facebook users and communicating with their friends list of 150–200 people.

Social networking sites become the most modern and attractive tools for connecting people throughout the world (Aghazamani, 2010) and now there are hundreds of social networking sites across the world. (Boyd and Ellison, 2007).

Facebook founded on 24 February 2004 by Mark Zuckerberg, Eduardo Saverin Dustin Moskovitz, and Chris Hughes who are alumni of Harvard University. The face book users can create a personal profile, share day to day activities, upload photos, publish wall posts, and state their status updates and one can comment below it, add other users as friends to who message can be sent and received including automatic notifications when they update their profile. Users may also join common interest groups which are organized by others. Facebook became a necessary activity in students’ life. Consciously or unconsciously they are wasting their time because of Facebooking.

The main objective of the research is to find out the usage pattern of Facebook of the students of Mawlana Bhashani Science and Technology University. The author tried to find out if there is any significant statistical association between gender and Facebook usage pattern of the respondents. And also tried to figure out the association of Facebook usage pattern differs among the students of different departments.

## **1.2 Statement of the problem**

From the ancient times the people want to interact with each other as it is a social need. The situation has changed by the technological advancement even in developing country like Bangladesh. In present times, the situation has been going to change thus young generation is started using Facebook vastly. In present scenario, students are spending more time on Facebook rather than on study. This actually hampers the academic life as well as quality life of the students. The major objective of Facebook is to spend leisure time for entertainment. But students are using Facebook without any proper manner. This encourages the researcher to emphasize more on the usage pattern of Facebook of the students.

## **1.3 Significance of the study**

The research outcomes will help to identify the Facebook usage pattern of the students of MBSTU. Students are considered to be the future leader of a country. They should be nurtured in order to provide a successful future of the country and an increase of the potential participation for the country's sustainable development. This requires their time to be utilized in a positive manner. In general, Facebook usage pattern of the students of MBSTU have not been analyzed up to now. Through this study, the researcher hopes to contribute to filling this gap, by offering the first empirical study that measures the university students Facebook usage pattern. Findings of this study are an important contribution for setting up a rationale usage pattern of Facebook of university level students.

#### **1.4 Limitations of the study**

There are number of limitations in this study. Firstly, the respondents were limited (250 respondents or samples) in terms of size, composition of this area. Secondly, most of the respondents who are involved in this study are only the university level students, no other students are included. Thirdly, no funding was available for conducting this research. Fourthly, this research is only limited in one university, which did not represent the whole youth generation. Finally, the accuracy of the analysis heavily relied on the data provided by the people involved in this study.

#### **Review of Literature:**

According to Haq & Sohail (2012) 87.5% of the students have account on the Facebook and no gender differences found among the students. Male and female on an average spend equal time on internet. Though female users spend more time on Facebook than their counterparts but male users have more Facebook friends. Facebook use, in general, adversely affecting the academic performance of students but this adverse effect is prevailed greater for male students. The social interaction with the existing friends is found the most common use of the Facebook among students. Negussie, and Ketema,(2014) found no significant relation between usage time and frequency of login Facebook with students' GPA. And also found that there is negative, moderate and significant relation between using mobile phone to visit Facebook and students' academic performance. Al-Tarawneh. (2014)stated that students are spending much time on social media and are considered the largest category that uses such application.

Junco (2011) examined the relationship between Facebook usage and student engagement, a construct related to positive college outcomes. Facebook was found negatively correlated with engagement scale score and positively correlated with time spent in co-curricular activities. Adopted from Ahsan ul Haq & Sohail Chand (2012).Islam and SK.Mamun(2015) found that a large number of students create Facebook account after they enter the university. They also revealed that personality characteristics, gender, educational level, geographical area and age influence Information Science Library Management students' patterns of Facebook use and their perceptions about Facebook. The findings of this study also indicated that use of Facebook would be a supplementary tool in university education. Kabre and Brown (2011) researched on academic performance and the quality of life of college students. They found with the invention of the internet, more people are spending time on social networks as a way to expand both their personal and business relationships.

According to A'lamElhuda, and Dimetry (2014) conducted a study over 275 university students, The prevalence of negative effect of social network is very high especially among the females, 73.8% users agree about negative effect of using the social networks on their personal academic performance, 91% users agree about negative effect of using the social networks on all students' academic performance. Thuseethan and Kuhanesan (2013) the study found the correlation between social media usage and academic performance. Most of the heavy or frequent users received low grades, compared to light users. By considering Test Cases there is a significant difference in Grade Point Average between those considered to be heavy or frequent users of social media and those considered to be light or occasional users.

As they employ more time on Facebook, a significant performance decrement should be there.

Aghazamani (2010) studied the students' motivation for Facebook usage over 595 students. A close ended question was applied. The result suggests that male students spend more time on Facebook than female students. The appraisal showed that male students login their Facebook accounts more times than female students.

**Research Methodology:**

Research information has been collected from 250 undergraduate and graduate students. Students who use the Facebook have been selected for this study. A self-administered structured (close ended) questionnaire was designed and distributed to the student of five departments of Mawlana Bhasani Science and Technology University. Descriptive, analytical cross-sectional institutional-based study and chi-square test were used for data analysis by using SPSS 20. To get truthful and reliable information the university students were requested to respond the questionnaire sincerely. The secondary data collected from some related journals, articles, published materials and Internet, newspapers and other related materials, thus, secondary data provides the guideline to create blue print of the research & study.

**Objective of the study:**

The main objective of this paper is to make an over view of usage pattern of Facebook of students of Mawlana Bhashani Science and Technology university.

Other objectives are:-

1. To identify the frequency of Face book usage by gender and by the students of different departments.
2. To determine the relationship among dependent variable (gender) and independent variables (usage of Facebook during the study time, negative impact on health, time spending on Facebook per day and number of login).
3. To evaluate the usage pattern of Facebook by the students of different departments.

**Findings of the study:**

**Table 1: Gender distribution of Face book users**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	150	60.0	60.0	60.0
	Female	100	40.0	40.0	100.0
	Total	250	100.0	100.0	

This table found that both male and female students in mbstu are using to face book. In this table 60% male are using to face book and 40% female are using face book. Male respondents are more in number than female respondents.

**Table 2: Usage of Face book during the time of study by gender**

	Usage of Facebook during study Time		Total
	Yes	No	
Gen Male	75	75	150
der Female	45	55	100
Total	120	130	250

**Table 3: Chi-Square Test**

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.601 <sup>a</sup>	1	.438		
Likelihood Ratio	.602	1	.438		
Linear-by-Linear Association	.599	1	.439		
N of Valid Cases	250				

Table 2 shows that out of 150 male respondents, 75 reported that they use face book during the study time while 75 mentioned that they do not use face book during the time of study. On the other hand, out of 100 female respondents 45 said that they use face book during the study time and 55 said they do not use face book during the time of study. So it can be concluded that male student's uses face book during the study time more than female students and majority number of students do not use face book during the time of study. From this table is seen that  $\chi^2 = .601$  with 1 degree of freedom  $p = .438 > .05$ . So null hypothesis is accepted. Therefore there is no significant statistical association between gender and usage of Face book during the time of study. (See Table 3).

**Table 4: Negative Impact on Health of Facebooking by Gender**

		Negative impact on health					Total
		Strongly agree	Agree	Disagree	Strongly disagree	Neither agree nor disagree	
Gender	Male	18	95	13	17	7	150
	Female	8	53	22	2	15	100
Total		26	148	35	19	22	250

**Table 5: Chi-Square Test**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.782 <sup>a</sup>	4	.000
Likelihood Ratio	24.834	4	.000
Linear-by-Linear Association	4.631	1	.031
N of Valid Cases	250		

Table 4 illustrates respondents' attitude towards negative impact on health by gender. It is found from the table that 150 male respondents, only 17 strongly disagree and 13 disagree

about negative impact of face booking on health. In addition to that 95 male respondents agree and 18 strongly agree that face booking have negative impact on health. Only 7 respondents have neutral opinion. On the other hand, out of 100 female respondents, 8 female respondents are strongly agree and 53 are agree with negative impact of face booking on health. Only 15 respondents are neutral towards the negative impact on health because of face booking. And 22 female respondents are disagree and 2 are strongly disagree that face booking have negative impact on health. Thus, it can be concluded that both male have more negative attitude towards face booking's impact on health compared to female respondents. Moreover, it is found that there is statistically significant association between gender of the respondents and negative impact on health of Face booking is strongly supported as  $\chi^2=23.782$  with 4 degree of freedom  $p=.000<.05$ . (See table 5).

**Table 6: Time Spend on Face book per Day by gender**

		Time Spend on Facebook Per Day				Total
		Less than One Hour	Between one to Two Hours	Between Two to Three Hours	More than Three Hours	
Gender	Male	23	45	44	38	150
	Female	8	31	27	34	100
Total		31	76	71	72	250

**Table 7: Chi-Square test**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.302 <sup>a</sup>	3	.231
Likelihood Ratio	4.430	3	.219
Linear-by-Linear Association	2.927	1	.087
N of Valid Cases	250		

Table 6 describes respondents' time spending pattern of Facebook usage by gender. It has found that out of 250 respondents 23 male respondents spent less than one hour on Facebook per day, contrary 8 female respondents spent less than one hour. Similarly 45 male spent time on Facebook between one to two hours, 44 male spent time on Facebook between two to three hours and 38 male respondents spent more than three hours on Facebook. Female respondents spent less time than male respondents on Facebook per day. In addition to that most of the (45) male respondents keep them busy on Facebook between one to two hours, whereas most of the female respondents (34) keep them busy on Facebook more than three hours. Thus it can be concluded that there is no statistical significant association between the gender of the respondents and time spending on Facebook per day. ( $\chi^2=4.302$  with 3 degree of freedom  $p=.231>.05$ , the null hypothesis is accepted at 5% level of significance (Table 7).

**Table 8: Number of Login on Face book by gender**

		Number of Login				Total
		1	2-4	5-7	More than 7	
Gender	Male	22	72	34	22	150

	Female	7	44	42	7	100
Total		29	116	76	29	250

**Table 9: Chi-Square Test**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.665 <sup>a</sup>	3	.003
Likelihood Ratio	13.898	3	.003
Linear-by-Linear Association	1.150	1	.284
N of Valid Cases	250		

From table 8 it is clear that majority of the students log into their Facebook account at least twice per day. 22 male students log in only once in a day, 72 male students log in Facebook between two to four times in a day, 34 male students between 5 to 7 times in a day and 22 male students more than 7 times in a day. On the other hand 44 female respondents log in Facebook between two to four times in a day which is less than the male respondents, 42 between 5 to 7 times in a day which is more than male respondents. And only 7 female respondents log into Facebook more than 7 times. From table 8 it has found that the value of chi-square is 13.665 with 3 degree of freedom p value is .003 which is less than 0.05. Therefore, there is significant statistical relationship between gender and number of login on Facebook as null hypothesis is rejected at the 5% level of significance.

**Table 9: Usage of Face book during Study Time by the students of different Departments**

		Use Facebook during Study Time		Total
		Yes	No	
Students of different departments	Business Administration	28	22	50
	Chemistry	25	25	50
	Statistics	18	32	50
	Computer Science Engineering	26	24	50
	FTNS	23	27	50
Total		120	130	250

**Table 10: Chi-Square test**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.647 <sup>a</sup>	4	.325
Likelihood Ratio	4.695	4	.320
Linear-by-Linear Association	.646	1	.421
N of Valid Cases	250		

The table shows among 250 respondents, 28 users and 22 non-users of Facebook are the students of Business Administration, 18 users and 32 non-users are the students of

Statistics.26 users and 24 non-users of Facebook are the students of Computer Science engineering, 26 users and 24 non-users are the students of FTNS and the users and non-users of Facebook are equal at the department of chemistry. So the students of Business Administration uses Facebook more than any other departments and Students of statistics department uses Facebook less than any other departments during the study time. From this table it is seen that the value of chi-square is 4.647 with 4 degree of freedom  $p=.325>.05$ .So, we accept null hypothesis as there is no significant association between students of different departments and usage of Facebook during the study time.

**Table 11: Number of Login on Facebook By the students of different departments**

		Number of Login				Total
		Only once	Between 2-4 times	Between 5-7 times	More than 7 times	
Students of different departments	Business Administration	7	25	11	7	50
	Chemistry	6	26	14	4	50
	Statistics	4	19	20	7	50
	Computer Science Engineering	4	18	19	9	50
	FTNS	8	28	12	2	50
Total		29	116	76	29	250

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.309 <sup>a</sup>	12	.225
Likelihood Ratio	16.016	12	.191
Linear-by-Linear Association	.025	1	.874
N of Valid Cases	250		

The table shows among 250 respondents, students of FTNS department are more in number (28) who log in Face book between 2-4 times and the students(18) of Computer and Engineering department log in Face book between 2-4 times few in number compared to other departments. From this table it is seen that the value of chi-square is 15.309 with 12 degree of freedom  $p=.225>.05$ .So, accept null hypothesis at 5 % level of significance. Therefore there is no significant association between students of different departments and number of log in Face book.



## Recommendations and Conclusion:

Almost all of students use Facebook and Male students are more than female student. Male students use Facebook during the study time more than female students. There is strong relationship between gender and face booking during the study time and time spending on Facebook per day, but there is no relationship between gender and number of login and negative impact on health. Department wise usage pattern of Facebook vary among the students. Students of Business department spend more time on Facebook than any other departments. Basically students' usage pattern will determine whether time spending on Facebook will bring positive or negative impact on their life. More than usual time spending on Facebook has an adverse effect on academic performance. Future research can be done to find out the impact of Facebook usage on academic performance of the students.

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