



LANGUAGE, IDENTITY AND DIGITAL RISK: ANALYZING THE INFLUENCES OF SOCIAL MEDIA PLATFORMS ON THE PERSONAL LIVES OF PASHTO- SPEAKING UNDERGRADUATE STUDENTS

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Abstract

Social media plays a pivotal role in the lives of individuals. The users of social networking sites are increasing day by day as they are creating new profiles on different social media platforms. As a result, it creates social barriers and influences our relationships with people in a society. This study is specified in this way that it explored the adverse effects of social media on personal and family levels and the major reasons beyond these negative effects. It also enlightened the problems caused due to social media use. It provided a detailed overview on the negative effects of social media as well. It also educates the readers regarding the harmful and dangerous effects of social media. The study has used the approach of social media while applied the family systems theory proposed by Murray Bowenin. This study uses a quantitative research method and the numerical data collection method is based on a questionnaire. The data is collected by the researcher contains equal number of both male and female genders. The numerical data collected through questionnaire was processed and analyzed accurately. The major findings of this study revealed that social media has negatively influenced individuals and families according to different perspectives.

Keywords: *Social Media, Negative Impact, Addiction, Crime, Relationships.*

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1. Introduction

In the past, it was very difficult to contact a person out of his or her own town or city. It seemed almost impossible for an individual to deliver his or her ideas, thoughts and opinions with thousands of people at any time. It was also challenging to get knowledge and information from any part of this planet. But when social media emerged, it developed very fast with in no time and it brought a huge change in the whole world. Cormode & Krishnamurthy (2008) claimed that Web 1.0 (also known as traditional Web) gave a one-way communication to its users. Individuals have limited options in order to raise their voices in the online digital world. Only online websites were able to publish different contents. With the passage of time, the technology was developing and a two-way communication took place which is referred to as Web 2.0. Web 2.0 tools provided users to communicate, share information, give feedback and to interact

socially with other users. At first, the users were afraid and were feeling shyness on sharing information and academic work on social networking sites (Tiryakioglu & Erzurum, 2011). It mainly contributed individuals to share knowledge and also helped in collaborative learning. Due to technological advancement, a 3-D virtual world came into existence which enabled the users to communicate, interact, easily access different resources, finding solutions, acquiring knowledge and much more (Hayes, 2006). Web 3.0 tools and Artificial Intelligence (AI) have a huge impact on digital world. It almost made everything possible for the users. Nowadays, hundreds of AI tools are utilized by individuals for different purposes and are making their tasks very easy. Human efforts are replaced with AI tools. Its development vanished almost all the troublesome and difficulties from the lives of individuals. It was made possible to communicate with anyone from anywhere, to share opinions and thoughts with thousands of people, to get knowledge accurately and precisely by just one click through different social media platforms. According to Mangold & Faulds (2009), social media is a broad category of online, word-of-mouth forums that include chat rooms, blogs and discussion boards sponsored by companies, E-mailing from consumer-to-consumer, platforms where consumers rate products or services and websites, micro-blogs, Internet discussion boards and different forums.

According to McCay-Peet & Quan-Haase (2016), social media refers to web-based services that let people create, co-create, modify, share, and interact with readily accessible user-generated content in order to collaborate and build a community. Social networking sites (SNS) are websites that provide individuals to create profiles and to manage the relationships among the individual users (Boyd & Ellison, 2008). According to Safko

(2009), it is made up of user-generated content such as podcasts, blogs, videos, music, news, images, and tweets that collaborate with digital technology in a setting where everything is connected and accessible from anywhere in the world. On the other side, it also gave rise to a darker world where it is considered to be a very harmful, risky and unsafe appliance for people. Consequently, our society becomes partially virtual and personal and family bonds begin to weaken. Social media intensifies family disintegrations at the family level, increasing the likelihood of marital discord and divorce (Al-Hajery, 2017). Addiction to social media erodes the intimacy and love between partners, leading to neglect (El-Harethy & El-Shahrani, 2018). Moreover, it increases the rates of marital infidelity, encourages illicit relationships, and breeds suspicion and jealousy (Al-Motawea, 2016).

Social media has become a very powerful and dangerous tool that it can even destroy the lives of individuals. There are different social media platforms, like; Facebook, WhatsApp, Instagram, Telegram, Snapchat, Twitter and Tik-tok. These platforms are used by millions and billions of people from different countries. These platforms are used for different purposes, i-e; entertainment, business, communication, sharing information and events, etc. The influences of social media are two-fold, some researchers explored the positive effects of social media while others focused on the negative effects of social media on society. It is very significant to enlighten the negative impacts of social media because individuals are negatively influenced by different social media sites and especially, the young generation is very attracted to these sites and their addiction is increasing day by day, In this research paper, the researcher focuses on the negative impact of social media on personal and family life.

1.2. Significance of the Study

The research paper will focus on the negative impacts of social media on personal and family life. It will benefit the readers to get awareness about the diverse effects of social media in different aspects. It will also shed light on the darker world behind social media. Furthermore, this research seeks to enrich our understanding of social media by offering effective solutions and recommendations to mitigate these risks, ultimately benefiting individuals and families.

1.3. Objective of the Study

- To explore the negative impacts of social media on personal and family life in District Buner.
- To investigate the major reasons due to which the lives of individuals are affected or in danger because of social media.

- To describe the problems caused due to social media usage for individuals and families.

1.4. Research Questions

1. What are the negative impacts of social media on personal and family life in District Buner?
2. What are the major reasons due to which the lives of individuals are affected or in danger as a result of social media usage?

1.5. Statement of the Problem

There are many researches on the negative impact of social media. Social media platforms have its benefits but it lacks sufficient control to prevent excessive use. These platforms sometimes challenge our societal values, morals, and principles (Alawna, 2020). Consequently, they can negatively impact social cohesion through the harms and risks associated with their excessive use at the personal and family levels. This research study is specified in this way that it seeks to fill the gap by exploring the negative impacts of social media on personal and family life in district Buner.

1.6. Limitation of the Study

The research study is limited to social media in this way that the researcher chose District Buner only. The study will only focus on the negative impact of social media on individual life and family life.

2. Review of Literature

In recent years, a lot of researches have explored the detrimental effects of social media on personal and family life (Al-Jabri, 2017; Al-Hzeifi & Al-Jammal, 2019). These studies have unveiled the diverse effects of social media on individuals and their familial relationships. In order to describe the negative effects of social media, it is important to know that what actually social media is? Social media has no universally accepted definition (Jacka & Scott 2011). But many scholars defined social media in different ways. Margetts, John, Hale, and Yasserli (2015) claims that social media platform is the one that facilitates the production and sharing of user-generated content, typically through the use of web-based technologies or smart phones. Gupta (2015) asserts that social media is about networking, generating content and knowledge sharing, and collaborating with people because all these functions are very valuable in the context of higher education. People feel more comfortable in communicating or having discussions on social networking sites (SNS) than in a classroom setting because they can talk about any topic they want to (Quader 2014). (Zheng et al., 2018) state that the instructions provided by social media

can help students to share information and ideas, grow as authentic writers in their academic identities, become more conscious of their authorship and audience, become more confident and motivated writers, and eventually advance their language and writing skills. The definitions of social media given by the literature, it is clear that social media is a platform by which information and knowledge is shared among the people.

Numbers of studies have explored many negative effects of social media in different ways. Social media is spreading day by day and is available everywhere throughout the globe. Every individual can easily access any kind of information regarding anything within few seconds through internet. Social media addiction is a big problem which is becoming more serious onwards. Al-Ali (2020) unveiled that employees tend to use social media more for entertainment and chatting purposes rather than for work-related tasks. Gaudin (2009) asserts that according to a survey by the IT staffing company Robert Half Technology, almost 54% of the companies have banned their workers from using social media during their working hours in the U.S. Social media addiction is very harmful for teenagers. It is because they are busy in online communication and are not communicating and reasoning in real life. In this way, they are losing their confidence and motivation. Al-Jabri (2017) examined the influences of social media on academic performances and social relationships. It revealed that Facebook is the most frequently used platform, yet it exerts a negative impact on academic performance while simultaneously presenting both adverse and positive effects on social media. Students are getting low grades and their study is affected by social media addiction. Salum Kombo, 18-year-old, a resident of London, was stabbed by a friend over a Facebook argument. The child killed his best friend on the street after Salum wrote something dumb on his friend's wall (France, 2009).

The regular use of social media can lead to serious issues. Humans are curious creatures that can easily adapt to their constantly changing surroundings, yet this curiosity can also put them at risk of being abducted and influenced by new information. Al-Hzeifi & Al-Jammal's (2019) study aimed to draw attention to the role that social media plays in the propagation of rumors. The results highlighted social media's important role as a main information-dissemination channel while also showing negative behavioral, emotional and cognitive effects on its users. According to a 2007 Pew Internet and American Life Project research, 66 percent of teenagers limit access to their online profiles by setting them to private. They discovered that 82% of teenagers publish their initial name, followed by self-portrait images (79%), the name of their city (61%) and their email address (29%). Girls typically don't share information that could be used to determine where they are physically. The converse is true for boys, who provide more details about their actual location (Lenhart & Madden, 2007). A study by Gross and Acquisti (2005) detected dangers coming from

personal information shared on social networking sites after examining 4,000 Facebook accounts of Carnegie Mellon University students. Just 1.2% of users altered their default privacy settings. Therefore, anyone who has registered on Facebook can quickly access fully identifiable information such as (first name, last name, profile pictures, date of birth, hometown, ZIP code, etc). According to Gross and Acquisti (2005), this information can be utilized to find sensitive medical information and estimate a person's social security number. According to a research by the internet security company Webroot, 2 out of 10 people use passwords that are frequently made public on social networks, such as their pet's name or a key date like their birth date. A password was shared with at least one person by 4 out of 10 respondents (Boulder, 2010). We share personal details by ourselves. For Example, we add new friends on different social networking site and we communicate with them. We easily make him or her as our friend. During this communication, we share many personal details with that friend. When he or she gets our Email address or any other account and try to open it, that particular account requires a password.

Social media also has a negative impact on our personal and family relations. These social media platforms have changed the way we communicate, making it easy to share content and messages quickly and inexpensively (Swedi, 2014). However, while they offer many benefits, we must also be aware of their potential negative impacts on our social interactions and personal lives, as they can affect society, families, and individuals (Mohammed et al., 2017). Everyone is trying to find new friends online on social media and are spending hours in online communication. As a result, their relationship with family members becomes weak. Dr. Maheu (2002) is a psychologist and the author of "Infidelity on the Internet," claims that Cyber Infidelity happens when one partner in a committed relationship breaks sexual exclusivity agreements by using a computer or the Internet. Additionally, it states that social networking sites are used by 80% of divorce lawyers to obtain proof, photos, conversations, and other private information shared on Facebook can be used as evidence of infidelity. According to Saedi (2012), when users spend much of their time on social media and they begin to neglect their interactions with others in person. Our more meaningful relationships with our loved ones and family members suffer as a result of the time and energy we devote to the fiction of social media.

Social media has given birth to a darker world in the sense of crime. Nagar and Gupta found that programmers have accessed Facebook and Twitter accounts in the past and uploaded content that had a negative impact on the lives of individuals. There are different social networking sites that can inspire an individual for a crime or violence. Adult people make fake profiles and destroy the lives of teenagers by luring them. The majority of cases, according to Janis Wolak of the University of New Hampshire's Crimes against Children Research Centre, involve young teenagers, primarily girls in the 13-,14-

and 15- age range, who are the target of adult Internet users who are open about their desire for sex (Steenhuysen, 2008). The issue of cyber violence has grown significantly. For instance, after constantly stating that he was not the genuine cat abuser and that he was simply an innocent instructor who had been misled into believing that he was the one online, no one was ready to stop the onslaught. Under the intense cyber attack, which also targeted his family and friends, he ultimately decided to end his life. Oshima, Tokyo, is home to one of the top ten suicide sites worldwide named as the Mihara fire crater, A girl named Kiyoko was called "perverted" and "dirty" by everyone because she developed feelings for a female classmate. Eventually, she was unable to endure the torment of public opinion and committed suicide by jumping from Mount Mihara's crater. Cyber bullying is also a crime which negatively influenced people's lives. First, we must know the term "bullying". According to Bannink et al. (2014), bullying is characterized as a pattern of repeated aggressive acts directed at a victim who is powerless to defend themselves. According to Campbell, the use of mobile phones and the Internet around 2005 led to the emergence of a new form of bullying known as "cyber-bullying". Cyber-bullying is the term used to describe bullying that occurs online, especially on social media. Using social media, Kowalski (2017) investigated cyber bullying in the workplace and found that 30% of 3,666 participants had been the victim of cyber bullying or victimization at work. Cyber bullying may also lead to suicide. Lowry et al. (2016) highlighted the detrimental impacts and significant hazards associated with cyber bullying. Megan who was 13-years, was cyber bullied on social media by an adult woman named Lori, who was cat-fished as a "cute-boy". Lori grew very close to Megan, Josh, who was acting like a fake boy. The friendship ended when Josh called her a "liar and slut" on the internet. Megan was given two messages before she died: "the world would be a better place without you," and "you are a bad person, and everyone hates you." Megan then took her own life. From the given literature, it can be summarized that the frequent usage of social media can be very harmful and dangerous in different aspects. It is very important to be said that you must use social media but you should not let social media to use you.

3. Research Methodology

3.1. Research Method

This study employs a quantitative methodology to be able to investigate the adverse effects of social media on personal and family life. The quantitative research methodology will be based on the collection of numerical data which will be further analyzed through different statistical tools. The data collection method is based on developing a questionnaire. By focusing exclusively on these methods, we can delve further into the topic and provide a thorough explanation of the detrimental impacts social media can have on people and families.

3.2. Theoretical Framework

A theoretical framework helps in better comprehending and investigating a research problem. It provides a lens through which the data is interpreted and also helps in developing research questions. In this study the researcher has used the approach of social media and applied the family systems theory. This theory was proposed by a psychiatrist Murray Bowen in late 1940s and early 1950s and was first published in 1966. This theory plays a significant role in the exploration of the negative impact of social media on personal and family life. It describes the ways in which the behavior of an individual changes in a particular family. It focuses on the influence of social media on a family member and a change in behavior due to a huge use of social media. It seeks the effected person's behavior towards his or her family members. The negative behavior of an individual can influence the whole family system. The personality of a person can be easily understood by family interaction. This theory contributes to the family system therapy where the relationships among family members can be made more strong and healthy.

3.3. Research Design

This study is designed to analyze and interpret the negative impact of social media on personal and family levels. It employs a quantitative approach, focusing on numerical data collection through questionnaire base in order to understand the quantitative aspects of these impacts. This study emphasizes the collection and analysis of relying on hard data, which is typically used in quantitative research. The questionnaire will include fifteen questions regarding the adverse effects of social media on individual and family levels.

3.4. Sample

The collection of data from the whole district [Buner] was very difficult because it was time costly, it also needed financial support and reaching each and every person throughout the district was not possible. Therefore, the researcher selected a sample of 30 BS Undergraduate students from different departments of the University of Buner who belongs to different regions of the District Buner. The participants were selected equally on the basis of their gender (15 male while 15 female participants).

3.5. Data Collection

Data for this study has been collected from various sources in order to examine how social media affects personal and family life in a negative way. Further data is

collected through a questionnaire by the researcher from randomly selected BS Undergraduate students.

3.6. Method of Analysis

The analysis in this study aims to uncover how social media's negative influences manifest in personal and family life. It focuses on understanding the quantitative approach of these impacts, exploring the opinions and experiences of individuals and families affected by the adverse effects of social media. The research approach is analytical, seeking to provide a deeper understanding of these negative consequences.

4. Analysis

This chapter focuses on reviewing and evaluating the collected data in order to provide a specific pattern or sketch. It involves the purification, arrangement and conversion of the collected data into a described format. The questionnaire is filled by randomly selected participants and each participant has provided his or her opinion and perception according to each statement given in the questionnaire. Findings from the questionnaire are given in tabular form below.

Table 4.1 has the expressions provided by male participants through the questionnaire regarding the negative impact of social media on personal and family life in District Buner.

Table: 4.1 Responses of male participants

S.No	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Per Question Mean
1	You use social media when mostly you are at home or any other place.	33.3%	60%	0%	6.7%	0%	33.3%
2	Social media put adverse effect on your academic performances .	40%	26.6%	6.7%	26.7%	0%	25%

3	Your personality and behavior are negatively influenced by social media usage.	40%	40%	6.6%	6.7%	6.7%	20%
4	Social media put negative impacts on your family relationships.	33.4%	33.3%	13.3%	6.7%	13.3%	20%
5	You feel distract while using social media platforms.	26.7%	40%	20%	13.3%	0%	25%
6	You spend most of your time on social media platforms.	40%	26.7%	13.3%	20%	0%	25%
7	Social media negatively influences your social life.	20%	40%	6.7%	33.3%	0%	25%
8	Using social media makes you lazy and depressed.	53.3%	40%	6.7%	0%	0%	33.3%
9	You use social media while attending an event.	6.7%	40%	6.7%	33.3%	13.3%	20%
10	You use social media during your working hours.	26.7%	40%	0%	26.7%	6.6%	25%

11	You use social media when you are going to bed.	46.7%	26.7%	0%	13.3%	13.3%	25%
12	Social media usage leads people to do any crime.	13.3%	33.3%	26.7%	20%	6.7%	20%
13	You use social media when you wake up.	40%	26.7%	0%	26.7%	6.6%	25%
14	Social media make your boundaries limited.	6.7%	40%	13.3%	20%	20%	20%
15	Social media secure your privacy.	26.7%	33.3%	6.7%	20%	13.3%	20%
	Total Mean	30.233%	36.44 %	8.447%	18.227%	6.653%	

The questionnaire consisted of fifteen statements aiming to get the opinions of male participants regarding the negative impact of social media on personal and family life. The participants were given some options which included strongly agree, agree, neutral, disagree and strongly disagree. All participants were guided to select the options provided with each statement according to their own perceptions. After collecting the questionnaire from the male participants, the gathered data was analyzed and the responses of the participants were analyzed in percentage.

The above table 4.1 shows the responses filled by Pashto speakers that belong to District Buner. In response to the statement that mostly social media is used when individuals are in their houses or any other places, 33.3% of the respondents strongly agreed, 60% agreed and 6.7% disagreed. The statement that the grades of students are adversely influenced due to social media usage, the responses included 40% strongly agreed, 26.6% agreed, 6.7% were neutral and 26.7% disagreed. The responses of the participants were 40% strongly agreed, 40% agreed, 6.6% stayed neutral, 6.7% disagreed and 6.7% strongly disagreed when they were asked their personality and behavior are negatively influenced by social media. When respondents were asked that social media put negative impact on your family relations, 33.4% strongly agreed. 33.3% agreed, 13.3%

were neutral, 6.7% disagreed and 13.3% strongly disagreed. The replies of the participants were 26.7% strongly agreed, 40% agreed, 20% remained indifferent and 13.3% disagreed with the statement that social media platforms cause distraction.

The results regarding the statement that people are getting addicted to social media were 40% strongly agreed, 26.7% agreed, 13.3% were neutral and 20% opposed it. 20% of the respondents strongly agreed, 40% agreed, 6.7% remained neutral while 33.3% strongly opposed the statement that social media negatively influence the social life of individuals. People are suffering from laziness and depression because of using social media, the results of this statement were 53.3% strongly accepted, 40% agreed while 6.7% stayed neutral. The results regarding the statement that using social media while attending an event were 6.7% strongly agreed, 40% agreed, 6.7% remained neutral, 33.3% disagreed while 13.3% strongly disagreed. Individuals use social media while at work, the participant's responses were 26.7% strongly accepted, 40% agreed, 26.7% disagreed and 6.6% strongly disagreed.

The results of the respondents on the usage of social media while going to sleep were 46.7% strongly agreed, 26.7% agreed, 13.3% disagreed and 13.3% strongly disagreed. Social media makes the mindset of an individual to do crime, the responses of this statement were 13.3% strongly agreed, 33.3% agreed, 26.7% were neutral, 20% disagreed while 6.7% strongly disagreed. 40% strongly agreed, 26.7% agreed, 26.7% disagreed and 6.6% strongly disagreed with the statement that people use social media when they wake up in the morning. The participant's replies on the statement that social media limits one's boundaries were 6.7% strongly agreed, 40% agreed, 13.3% stayed neutral, 20% disagreed while 20% strongly disagreed. The participants responded as 26.7% strongly agreed, 33.3% agreed, 6.7% were neutral, 20% disagreed and 13.3% strongly disagreed when they were asked that social media secures your privacy.

The table 4.2 shows results given by female participants through the questionnaire regarding the negative impact of social media on personal and family life in District Buner

Table: 4.2 Responses of female participants

S.No	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Per Question Mean
1	You use social media when mostly you are at	13.3%	40%	26.7%	20%	0%	25%

	home or any other place.						
2	Social media put adverse effect on your academic performances .	13.3%	40%	20%	20%	6.7%	20%
3	Your personality and behavior are negatively influenced by social media usage.	0%	20%	13.3%	40%	26.7%	25%
4	Social media put negative impacts on your family relationships.	20%	26.7%	20%	13.3%	20%	20%
5	You feel distract while using social media platforms.	33.4%	40%	0%	13.3%	13.3%	25%
6	You spend most of your time on social media platforms.	0%	26.7%	20%	40%	13.3%	25%
7	Social media negatively influences your social life.	0%	26.7%	20%	33.3%	20%	25%
8	Using social media makes you lazy and depressed.	26.7%	33.3%	13.3%	20%	6.7%	20%
9	You use social media while	0%	26.7%	20%	46.7%	6.6%	25%

	attending an event.						
10	You use social media during your working hours.	33.3%	20%	6.7%	33.3%	6.7%	25%
11	You use social media when you are going to bed.	26.7%	60%	6.7%	6.6%	0%	20%
12	Social media usage leads people to do any crime.	6.7%	26.7%	6.6%	46.7%	13.3%	25%
13	You use social media when you wake up.	13.3%	20%	13.3%	46.7%	6.7%	20%
14	Social media make your boundaries limited.	0%	66.7%	13.3%	6.7%	13.3%	25%
15	Social media secure your privacy.	13.4%	13.3%	20%	40%	13.3%	25%
	Total Mean	13.34%	32.453 %	14.66%	28.44%	11.107%	

The above results of the questionnaire are provided by female participants. Each statement in the questionnaire has five options and every female participant marked a specific option according to their perceptions. 13.3% of the respondents strongly agreed, 40% agreed, 26.7% were neutral and 20% disagreed with the statement that most social media use occur when people are at home or elsewhere. Responses to the claim that students' grades are negatively impacted by their use of social media included 13.3% who strongly agreed, 40% who agreed, 20% who were neutral, 20% who disagreed and 6.7% who strongly disagreed. The participants' replies to the statement of whether social media has a detrimental impact on personality and behavior were 20% agreed, 13.3% stayed neutral, 40% disagreed, and 26.7% strongly disagreed. 20% of the respondents strongly agreed, 26.7% agreed, 20% were neutral, 13.3% disagreed while 20% strongly disagreed. When asked whether social media has a negative impact on their family relationships.

Participants responded that social media platforms distract people, the results were 33.4% strongly agreed, 40% agreed, 13.3% disagreed and 13.3% strongly disagreed.

The responses on the claim that social media addiction is on the rise were 26.7% agreed,

20% were neutral, 40% disagreed and 13.3% strongly disagreed. 26.7% of respondents agreed, 20% remained neutral, 33.3% disagreed and 20% strongly disagreed with the claim that social media has a detrimental impact on people's social lives. Social media use contributes to people's lethargy and despair, the replies were 26.7% strongly agreed with the statement, 33.3% agreed, 13.3% were undecided, 20% disagreed and 6.7% highly disagreed. 26.7% agreed, 20% remained neutral, 46.7% disagreed and 6.6% strongly disagreed with the statement that individuals use social media when attending an event. The participants' responses to the statement that individuals use social media while at work were 33.3% strongly accepted, 20% agreed, 6.7 stayed neutral, 33.3% objected, and 6.7% severely disagreed.

When it came to using social media before going to bed, 26.7% of respondents highly agreed, 60% agreed, 6.7% were neutral while 6.6% disagreed. 6.7% highly disagreed, 26.7% agreed, 6.6% were neutral, 46.7% disagreed and 13.3% strongly disagreed with the proposition that social media encourages criminal behavior. People use social media when they wake up in the morning, the responses were 13.3% who strongly agreed with the statement, 20% who agreed, 13.3% who were indifferent, 46.7% who disagreed, and 6.7% who severely disagreed. Participants responded 66.7% agreed, 13.3% remained neutral, 6.7% disagreed and 13.3% strongly disagreed to the statement that social media limits one's boundaries. When asked if social media secures your privacy, the participants gave their responses as 13.4% strongly agreed, 13.3% agreed, 20% were neutral, 40% disagreed and 13.3% strongly disagreed.

The table 4.3 includes the collective responses of both male and female participants on the negative impact of social media on personal and family life in District Buner.

Table: 4.3 Collective responses of male and female participants

S.No	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Per Question Mean
1	You use social media when mostly you are at	23.3%	50%	13.4%	13.3%	0%	25%

	home or any other place.						
2	Social media put adverse effect on your academic performances .	26.7%	33.4%	13.3%	23.3%	3.3%	20%
3	Your personality and behavior are negatively influenced by social media usage.	20%	30%	10%	23.3%	16.7%	20%
4	Social media put negative impacts on your family relationships.	26.7%	30%	16.6%	10%	16.7%	20%
5	You feel distract while using social media platforms.	30%	40%	10%	13.3%	6.7%	20%
6	You spend most of your time on social media platforms.	20%	26.7%	16.6%	30%	6.7%	20%
7	Social media negatively influences your social life.	10%	33.3%	13.4%	33.3%	10%	20%
8	Using social media makes you lazy and depressed.	40%	36.7%	10%	10%	3.3%	20%
9	You use social media while	3.3%	33.3%	13.4%	40%	10%	20%

	attending an event.						
10	You use social media during your working hours.	30%	30%	3.3%	30%	6.7%	20%
11	You use social media when you are going to bed.	36.7%	43.3%	3.3%	10%	6.7%	20%
12	Social media usage leads people to do any crime.	10%	30%	16.7%	33.3%	10%	20%
13	You use social media when you wake up.	26.7%	23.3%	6.6%	36.7%	6.7%	20%
14	Social media make your boundaries limited.	3.3%	53.3%	13.4%	13.3%	16.7%	20%
15	Social media secure your privacy.	20%	23.3%	13.4%	30%	13.3%	20%
	Total Mean	21.78%	34.44%	11.56%	23.32%	8.9%	

The viewpoints of the participants were better understood when the data from male and female participants was analyzed collectively. According to the statement that most of the time people use social media while at home or somewhere else, the responses of the participants included 23% highly agreed, 50% agreed, 13.4% were neutral while 13.3% highly disagreed. Students' grades are negatively impacted by social media, 26.7% strongly agreed, 33.4% agreed, 13.3% remained neutral, 23.3% disagreed and 3.3% of the respondents strongly disagreed this statement. 20% of the participants strongly agreed, 30% agreed, 10% stayed neutral, 23.3% disagreed while 16.7% highly opposed the claim that social media adversely effects the behavior and personality of an individual. The replies of the participants on the statement that family relations are negatively influenced by social media were 26.7% highly accepted, 30% agreed, 16.6% were neutral, 10% disagreed and 16.7% strongly opposed. People are distracted by social media, the results

of this claim were 30% of the participants strongly agreed, 40% agreed, 10% stayed neutral, 13.3% disagreed and 6.7% highly objected.

When the participants were asked that people are getting addicted to social media, the responses were 20% strongly agreed, 26.7% agreed, 16.6% were neutral, 30% opposed while 6.6% highly disagreed. Social media influences the social life of individuals, the participants' perspectives were 10% strongly agreed, 33.3% agreed, 13.4% were neutral, 33.3% disagreed and 10% strongly disagreed. The opinions on the statement that individuals can suffer from laziness and depression due to social media usage were 40% of the respondents highly accepted, 36.7% agreed, 10% stayed neutral, 10% disagreed and 3.3% strongly opposed. 3.3% of the participants strongly agreed with the statement that people use social media in events while 33.3% agreed, 13.4% remained neutral, 40% objected and 10% strongly disagreed. Most of the people use social media during their working hours, the answers included 30% highly agreed, 30% agreed, 3.3% were neutral, 30% disagreed and 6.7% strongly objected.

The results were 36.7% strongly agreed, 43.3% agreed, 3.3% stayed neutral, 10% disagreed while 6.7% highly opposed the statement when the respondents were asked that mostly individuals use social media when they go to sleeping. The claim that criminal behavior is created due to social media use, the responses included 10% highly agreed, 30% agreed, 16.7% were neutral, 33.3% disagreed and 10% strongly disagreed. The findings of the statement that individuals use social media when they wake up in the morning were 26.7% strongly agreed, 23.3% agreed, 6.6% remained neutral, 36.7% disagreed and 6.6% strongly disagreed. When the respondents were asked that social media limits their boundaries, the participants expressed their perceptions which included 3.3% who strongly agreed, 53.3% who agreed, 13.4% were neutral, 13.3% who disagreed while 16.7% strongly opposed the claim. 20% of the participants strongly agreed, 23.3% agreed, 13.4% stayed neutral, 30% disagreed and 13.3% highly objected the claim that their privacy is secured by different social media platforms. A variety of views or opinions were provided by the participants on the negative impact of social media on personal and family life.

4.4. Contrast Comparison between Male and Female Participants in the Tables:

The aim of the questionnaire was to gather, arrange and process the responses of the opinions of both male and female participants regarding the negative impact of social media on individual and family level. According to the findings of the statement that "you use social media when mostly you are at home or any other place", the responses of male participants were 33.3% strongly agreed, 60% agreed and 6.7% disagreed while on the

other hand, the responses of female participants were 13.3% of the respondents strongly agreed, 40% agreed, 26.7% were neutral and 20% disagreed. The perceptions of male participants regarding the adverse effects of social media on academic performances were 40% strongly agreed, 26.6% agreed, 6.7% were neutral and 26.7% disagreed but among the female respondents, the results were 13.3% strongly agreed, 40% agreed, 20% were neutral, 20% disagreed and 6.7% strongly disagreed. When the male respondents were asked about the claim that using social media negatively influences personality and behavior, the results included 40% strongly agreed, 40% agreed, 6.6% stayed neutral, 6.7% disagreed and 6.7% strongly disagreed while on the other side, the results of the female participants included 20% agreed, 13.3% stayed neutral, 40% disagreed, and 26.7% strongly disagreed. 33.4% of the male participants strongly agreed. 33.3% agreed, 13.3% were neutral, 6.7% disagreed and 13.3% strongly disagreed with the statement that their family relations are adversely effected by the use of social media and 20% of the female respondents strongly agreed, 26.7% agreed, 20% were neutral, 13.3% disagreed while 20% strongly disagreed. Social media causes distraction, the replies of the male participants towards this claim were 26.7% strongly agreed, 40% agreed, 20% remained indifferent and 13.3% disagreed while the replies of the female participants were 33.4% strongly agreed, 40% agreed, 13.3% disagreed and 13.3% strongly disagreed.

The questionnaire was developed in order to explore the perceptions of both male and female respondents on social media addiction, the male participants' opinions were 40% strongly agreed, 26.7% agreed, 13.3% were neutral and 20% disagreed and the female participants' opinions were 26.7% agreed, 20% were neutral, 40% disagreed and 13.3% strongly disagreed. "Social media negatively influences your social life", the responses of male participants included 20% strongly agreed, 40% agreed, 6.7% remained neutral while 33.3% strongly opposed while the responses of the female participants included 26.7% agreed, 20% remained neutral, 33.3% disagreed and 20% strongly disagreed. 53.3% of the male participants strongly accepted, 40% agreed and 6.7% stayed neutral while 26.7% of the female participants strongly agreed with the statement, 33.3% agreed, 13.3% were undecided, 20% disagreed and 6.7% highly disagreed with the statement that individuals are suffered from lethargy and despair due to social media use. Majority of the people use social media in events, replies of the male participants to this statement were 6.7% strongly agreed, 40% agreed, 6.7% remained neutral, 33.3% disagreed and 13.3% strongly disagreed but replies of the female participants included 26.7% agreed, 20% remained neutral, 46.7% disagreed and 6.6% strongly disagreed. The responses of the male participants on the claim that individuals use social media during their working hours included 26.7% strongly accepted, 40% agreed, 26.7% disagreed and 6.6% strongly

disagreed while among the female participants, the responses were 33.3% strongly accepted, 20% agreed, 6.7 stayed neutral, 33.3% objected, and 6.7% severely disagreed.

The aim of the questionnaire was to know the opinions of the participants on the claim that people use social media when they go to bed, the results of male respondents were 46.7% strongly agreed, 26.7% agreed, 13.3% disagreed and 13.3% strongly disagreed while the results of the female respondents were 26.7% highly agreed, 60% agreed, 6.7% were neutral while 6.6% disagreed. 6.7% highly disagreed. The male responses included 13.3% strongly agreed, 33.3% agreed, 26.7% were neutral, 20% disagreed and 6.7% strongly disagreed on the statement that social media encourages crime but the female responses were 26.7% agreed, 6.6% were neutral, 46.7% disagreed and 13.3% strongly disagreed. The replies of male participants on the claim that individuals use social media when they wake up were 40% strongly agreed, 26.7% agreed, 26.7% disagreed and 6.6% strongly disagreed while the replies of female respondents included 13.3% strongly agreed, 20% agreed, 13.3% were undecided, 46.7% disagreed and 6.7% severely disagreed. 6.7% of the male participants strongly agreed, 40% agreed, 13.3% stayed neutral, 20% disagreed and 20% strongly disagreed while 6.7% of the female respondents strongly agreed, 40% agreed, 13.3% stayed neutral, 20% disagreed and 20% strongly disagreed with the statement that social media limits people's boundaries in a society. When asked if social media secure their privacy, the results of male participants were 26.7% strongly agreed, 33.3% agreed, 6.7% were neutral, 20% disagreed and 13.3% strongly disagreed but the results of female participants were 13.4% strongly agreed, 13.3% agreed, 20% were neutral, 40% disagreed and 13.3% strongly disagreed. From the analysis of the data, the findings reveal a variety of perceptions and opinions about social media and its negative impacts on personal and family level. The results demonstrate contrasts and parallels in the perceptions of the participants.

5. Conclusion

This research study enlightens the negative impact of social media on personal and family life in District Buner. The results of this research study provided a detailed overview about social media, its negative impacts on individuals and families, how individuals and families are influenced in negative way and the reasons behind these adverse impacts. This study provided a brief awareness about the adverse effects of social media. The study also explored the perceptions of BS Undergraduate students in District Buner whose mother tongue was Pashto language. The results of this study shows that social media clearly effects the individuals and families in a negative way. It is clear from the results of the study that social media has many negative effects interms of education, business, society, mental and physical health and relationships. Social media addiction, depression and distraction are also major problems emerged as a result of social media

usage. The darker world behind social media is very dangerous because it has given rise to crimes like; online scams, frauds, hacking techniques, blackmailing through leaked data or information, cyberbullying, suicide and even murder. The students must be acknowledged about the darker world beyond social media. It is because nowadays almost every individual is connected with social media. The limitations of the research study needs to be acknowledged because the study took place in a particular environment focusing on BS Undergraduate students. This study is a pure guide for the students to use social media in a healthier way and to secure themselves from the darker world behind social media.

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