

USE OF FACEBOOK AS A SOURCE OF PLEASURE OR ANXIETY. A SURVEY OF UNIVERSITY STUDENTS

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Abstract

The goal of the current study was to look at the relationship between three major aspects of smartphone usage. The first aspect is to reveal the attitude of smartphone users when they receive Facebook notifications; the second is whether the users experience pleasure or anxiety while receiving notifications and the third is to explore the relationship between anxiety, pleasure, and usage of smartphones. Data was collected through survey research with a sample of 430 university students. The study concludes that there is a frequent number of users who do not get irritated on receiving Facebook notifications. Furthermore, those who enjoy receiving notifications are the ones who are most likely to utilize social media all the time. Many users do not choose to switch on their notification ringtone, indicating that they do not engage in social media activities on a regular basis and prefer to use it solely in their spare time. The study also concludes that, while smartphones are a boon to individuals who want to always stay in touch with their friends and family.

Keywords: *social media, Social Networking Sites, Anxiety, Pleasure, Frequent, Smart Phone*

Introduction

Social media is seen as an indispensable media channel in the modern, fast-expanding world of communication. It helps in establishing a forum for information exchange and keeps friends and family connected. Multiple social media platforms, including YouTube, Twitter, WhatsApp, Facebook, Skype, and Daily Motion, are available today. Users of all these applications can undertake innumerable acts in addition to uploading movies, photographs, and music to gain access to many services. Facebook is the largest social networking site in the world, according to Zuckerberg (2012), with more than a billion users, half of whom log on daily. People who want a stronger sense of social identity, are more charitable, crave a virtual presence on social media, and tend to be frequent users of these networking sites. Additionally, there are

ongoing societal anxieties that are concerned these social networking users (Kwon & Wen, 2010). Keeping in constant contact with friends and family is at the top of the imperatives list (Subrahmanyam et al., 2008). On the other hand, a substantial correlation was examined to determine the relationship between using social media and technology-related effectiveness in using electronic forms of communication (Ross et al., 2009). As a result, users tend to utilize social media sites for specific purposes for a sizable portion of their time.

In the present age, usage of all these social networking sites on Android Smartphones is tremendously accessible to maximum mobile users. Connecting through these mobile phones was never so simple before the advent of smartphones. Getting logged on has turned on as a piece of cake while remaining online most of the time. Smartphone users who always keep turning on their notifications tend to get alerts for being informed within a short period of time by their friends or family.

(Enrique & Paz 2010) has discussed the addictive measures users get to face during the phase of excessive usage of these social networking sites. The researchers termed this phenomenon with the concept of 'internet addiction and argue that some people get obsessed with the use of the internet, especially social networking sites and feel unable to control its use. Users always keep on checking their messages without realizing their priorities. While there are users who get delighted on receiving these notifications and some receive them with the feeling of irritation. Getting such types of notifications can generate feelings of anxiety or at the same time pleasure as well. Consequently, these social networking sites tend to influence the mechanism of human interaction too.

In the current study, the researcher will try to evaluate the counteraction of Facebook users who keep turning on their notifications all the time on their smartphones and the feelings they perceive within themselves while receiving these notifications. The study will find out the relationship between the feelings of anxiety and pleasure when users receive these notifications.

Significance of Study

The study is important because it explores the psychological measures of human feelings associated with the usage of social media on smart phones. The notifications from Facebook, one gets, tend to generate specific feelings of happiness or irritation. This study will help to understand these instant subjective feelings of a person who is mentally occupied with the use of social media on smart phone. Subsequently, it will assist the psychological dimension of Facebook usage.

Objectives of the Study

Following are the study objectives:

- To find out the reactions of Facebook users on getting notifications all the time on their smart phones.
- To dig out the reasons for anxiety or pleasure in getting Facebook notifications all the time.
- To explore the relationship between anxiety and pleasure and smartphones.

Literature Review

The idea of enforced use of Facebook (Cheung, Lee, & Lee, 2013) coined the phrase 'Compulsive use of Facebook' and focused on the main drivers forcing Facebook users to use it. The researchers argue that the usage of Facebook can lead to significant psychological complications. Preference for online interaction was one of the main factors underlying

compulsive use of Facebook. (Kross, E et al., 2013) have addressed the two variables connected together as usage of Facebook and its influence on social well-being over time.

In this study, the researcher texted the selective users to resolve the concern of how people feel from time to time and how satisfied they are with their lives. Results of the study indicated the more selective users get the messages, the more their satisfaction level with their lives declines, and therefore researcher concluded that Facebook undermines the subjective well-being of a person on an individual basis. (Rosen, Carrier, & Cheever, 2013) construe the impact of technological distractions on academic learning school and university students. In a nutshell, these researchers assessed study strategies, task-switching preference, technology attitude, media usage, monthly texting and one-calling, social networking usage, and the grade point average of these students. Results illustrated that having a positive attitude towards technology did not affect being on-task during the study. Moreover, those users who used Facebook during their study had lower grade point average than those abstained themselves from using it. There are researchers who have given Psychological terminology to the excessive use of Internet. (Dinicola, 2004) has categorized the Internet users with a category of Pathological Internet users. For him, in such state, individuals feel a sense of tension growing their inner side prior to committing the action. But on the other side, when action is in progress, these individuals start feeling pleasure or gratification. He says, excessive use of Internet can be the escape from various psychological problems as well. (Jelenchick, 2013) conducted an online survey while evaluating the relationship of using social media and symptoms of depression among adolescents. The results determined that there exist no symptoms of depressions associated with the usage of social networking sites. Wise, K, Alhabash, S, & Park, 2010) have associated the psycho-physiological measures together while being the reason for excessive use of social media.

He says that social searching was more pleasurable during the survey than social browsing. He defines social searching as extracting information from friend's profiles for finding the alluring and charming information. Social browsing is something related with the static form of reading the news feed. (Coviello et al., 2014) integrated the concept of happiness and collaborated sharing of happiness on social media. He says that a specific event occurred in a specific place can emotionally nourish or spoil the feelings of a person who is not directly involve in the event. It further suggests that online social media help to escalate the emotions comprehensively.

Researchers have merged the study on usage of social media with complicated activities performed in human brain. (Meshi, Morawetz, & Heekeren, 2013) assimilated the study with a specific part of human brain nucleus accumbent responsible for the pleasure that one tend to get from rewards. During prediction of results, it was found that the subjects, who received more positive feedback through the notification of Face book, were analysed having stronger activity within the nucleus accumbent. This study is based on the "*Theory of Uses and Gratification*". Face book users get connected through social media and tend to gratify their needs through this mode of communication. Considering the previous literature following research questions of the study have been formulated:

- RQ₁. Are Face book notifications creating pleasure or anxiety among Face book users?
- RQ₂. What are the reactions of Face book users when they feel anxiety or pleasure, getting notifications all the time on their phone display?
- RQ₃. Is there a relationship between anxiety, pleasure, and smart phones?

Research Method

The research method used for this study was survey method. The questionnaire, made for it, contains 19 (close-ended) questions. The sample selected for this purpose is of 430 males and females of all age and qualification with having a Facebook account and smartphones. The sampling technique used in this study is convenience sampling.

Findings and Analysis

The findings of the survey suggested the following results

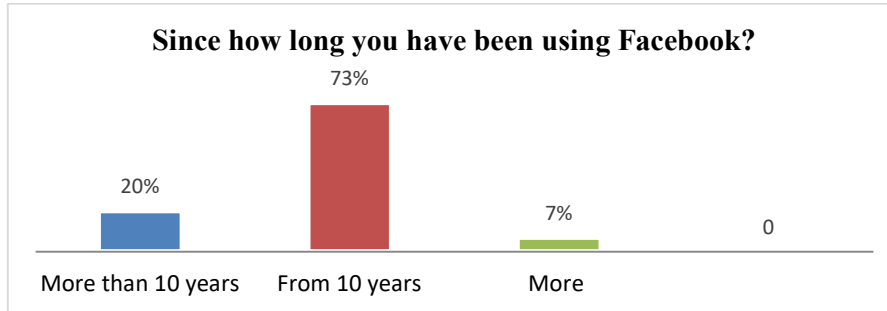


Figure 1.1: Usage of Face book in terms of time duration

The total N was 430 and the number of respondents who replied this question was 301 respondents who were using Facebook for more than 10 years were 60 in total, respondents who are using Facebook from 10 years were maximum in number and that was 220 (73%) of the total people surveyed.

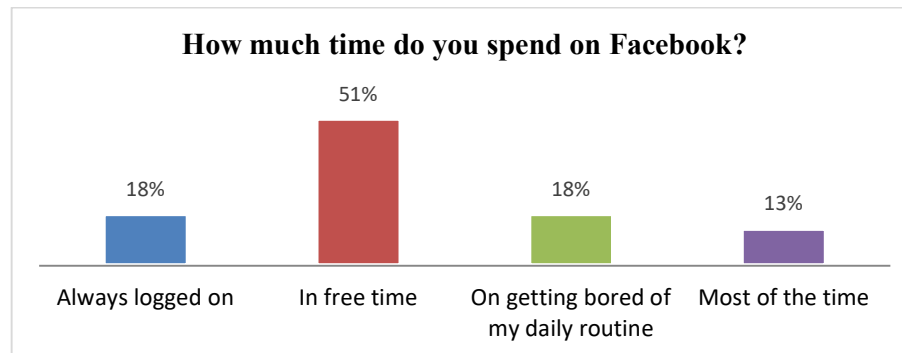


Figure 1.2: Time spent on Facebook on daily basis

Regarding the question of time spent on Facebook mostly replied that they use it in free time which were 218 of the total respondents and 51% of total number. The number of respondents who use it when they feel bored and the people who were always logged in was same as 18% .

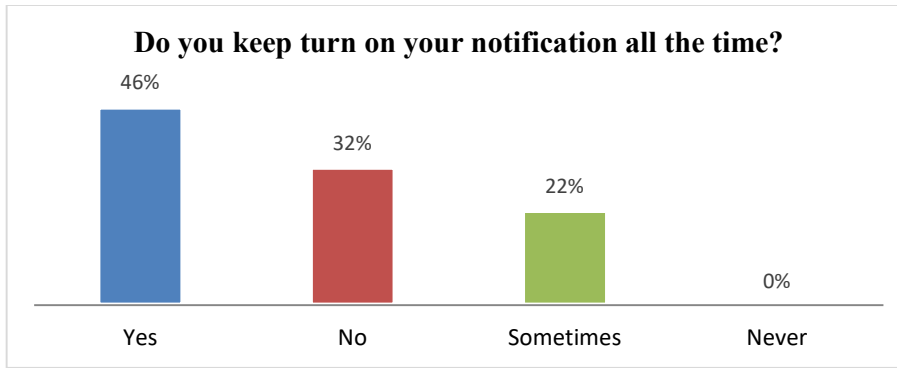


Figure 1.3: Keeping notification of Facebook turn on all the time

Out of 430 people, 426 have answered this question. Most of the people (196) replied that their notification are always “on”. But the people who replied in negative was also high that was 136 of the total respondents. Astonishingly none of the respondents admitted that he/she never turned their nofications “off”.

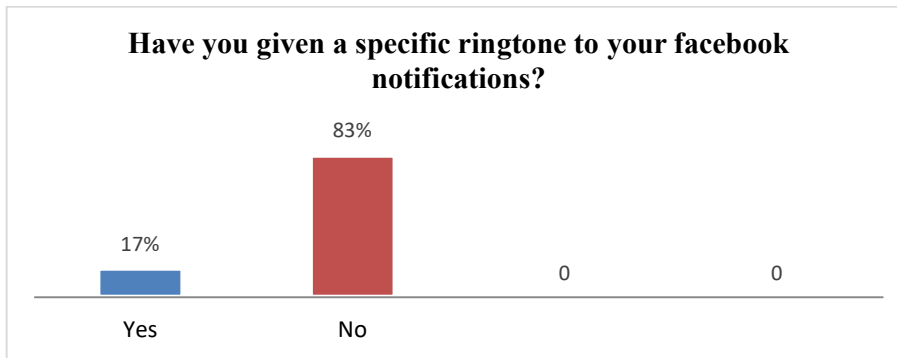


Figure 1.4: Assigning specific ringtone to Facebook notification

Out of 430 people, 426 have answered this question. But most of them replied that they didn’t set any specific ringtone for Facebook notifications.

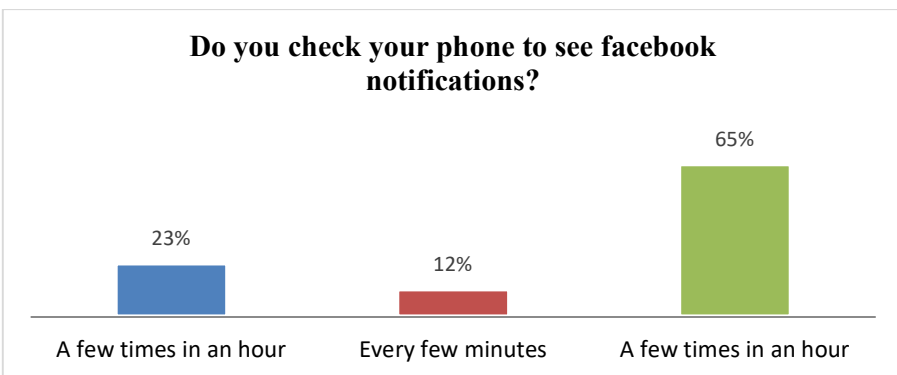


Figure 1.5: Checking the mobile phone for notifications on hourly basis

Replying to this question most of the responndents replied in negative. Out of 430 people, 417 have answered this question. Very few 12% replied that they check every few minutes about new notifications and posts.

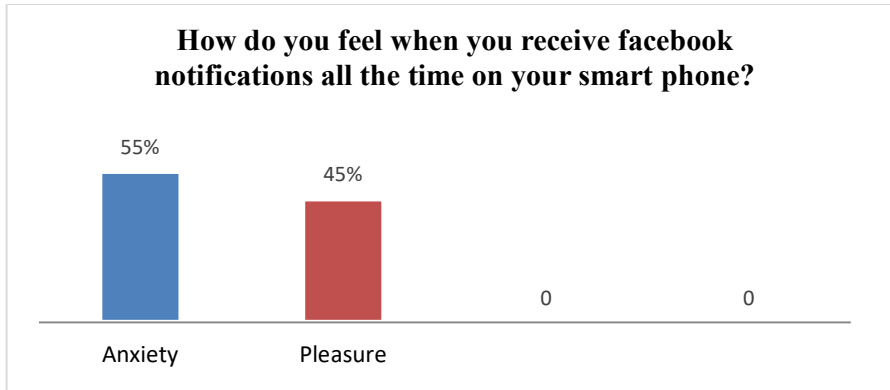


Figure 1.6: Feelings of the users on receiving the Facebook notifications

Most of the replies were in negative side that the respondents feel anxiety while receiving new notifications and the number of people who feel pleasure was less than the previous one. From total number 426 people have answered this question.

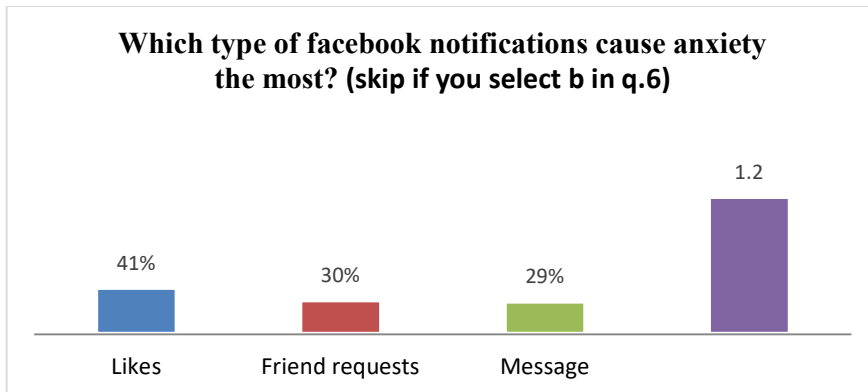


Figure 1.7: Types of Facebook notifications and anxiety

Most of People feel that when their posts are liked by their friends they feel more anxiety than pleasure. And at the same time the anxiety level also goes high when they got new friend requests. Out of 430 people, 305 have answered this question.

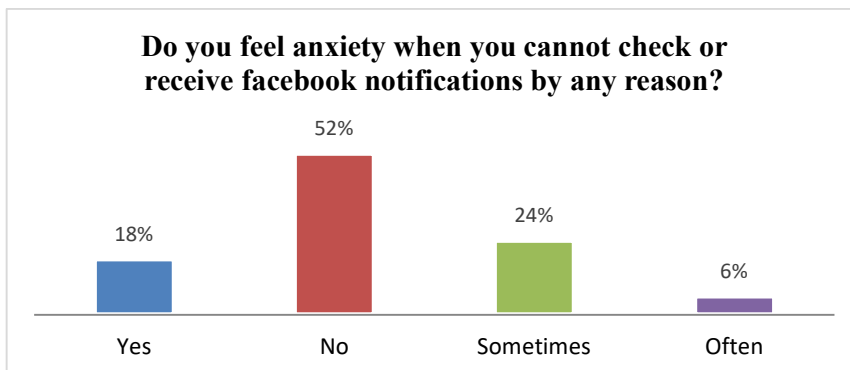


Figure 1.8: Feeling of anxiety over not receiving Facebook notifications

It is interesting to find that people (224) didn't get anxiety when they didn't get notifications or they delayed to check or might be they missed for some reason. The answer given by 430 people. Some people (103) replied that they feel some kind of anxiety in such case

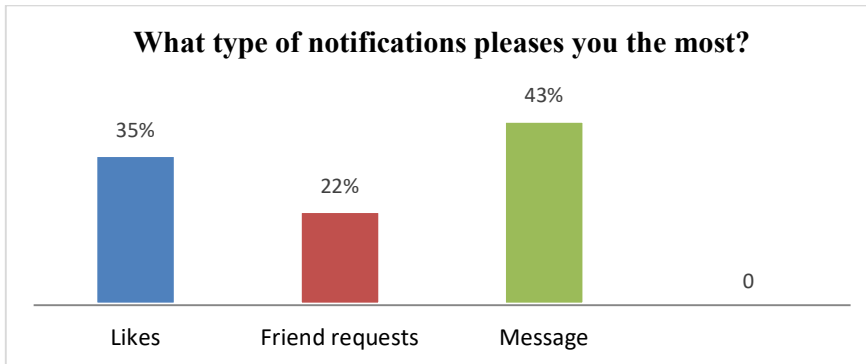


Figure 1.9: Types of notifications and feelings of pleasure

Answering to this question 174 respondents replied that they feel happiness when they get messages from their friends instead of friend request and likes. Interestingly 142 respondents out of 409 people who replied to this question said that they feel happiness when they get likes on their posts.

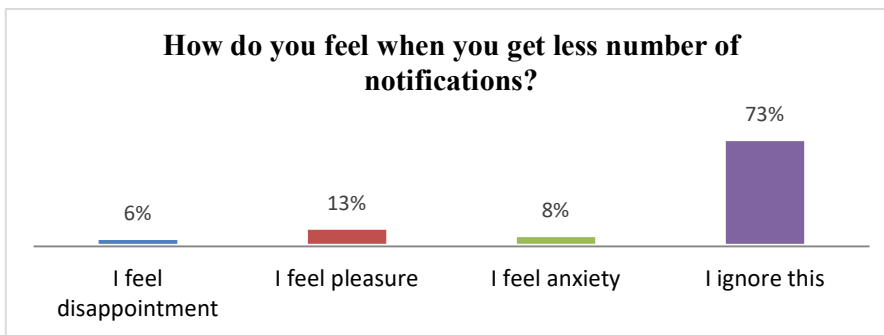


Figure 1.10: Feelings of user over getting less notifications

Another interesting finding came out from this question that people (314) ignore or they don't mind if they get less notifications. Only 26 people said that they feel disappointed in this situation.

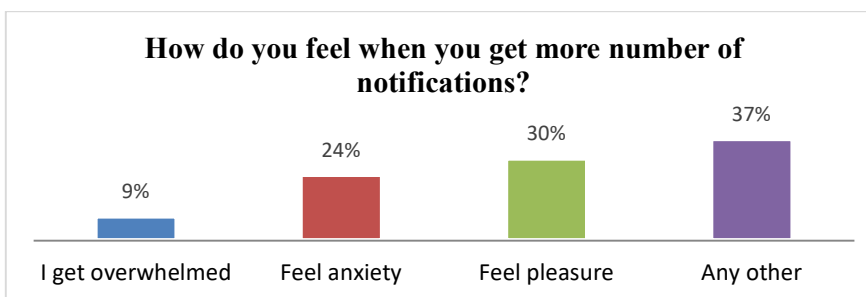


Figure 1.11: Feelings of users on getting excessive number of notifications

Very small number of respondents (39/430) replied that they feel extremely good when they get more notifications. 103 people said they feel anxiety and 129 said that feel some kind of happiness. The maximum number had selected the other option, that included feeling normal

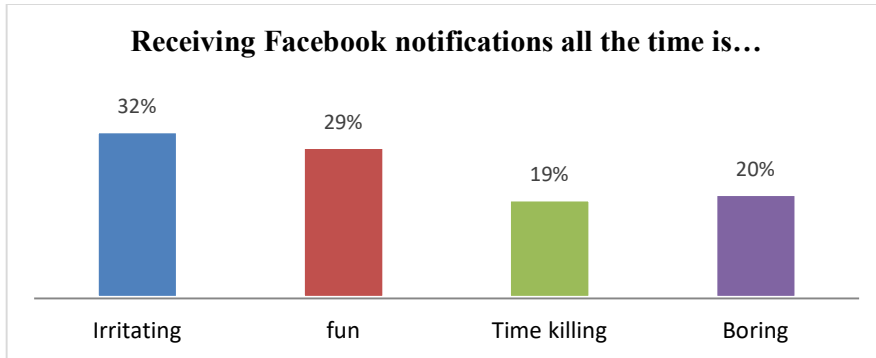


Figure 1.12: Feelings of users on receiving notifications all the time

Answering to this particular question 137 out of 430 people said that it gives them a kind of irritation when they get excessive messages all the time. A good number of people e.g., 125 feel that it's a fun.

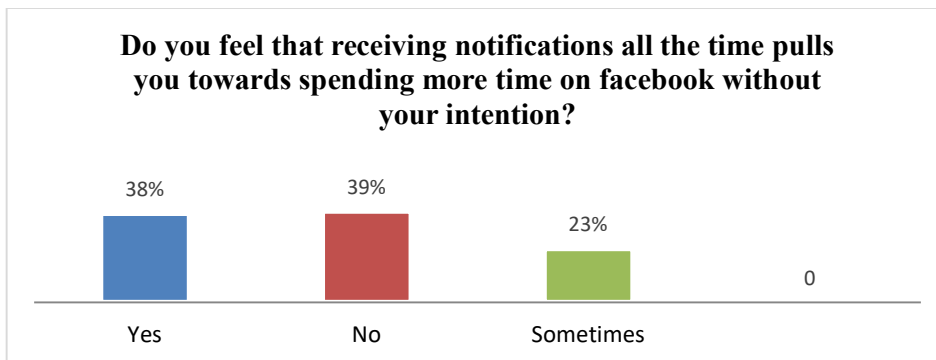


Figure 1.13: Enforced usage of FB for getting excessive no. of Notifications

Most of the respondents (168) replied in negative that they get involved in facebook activities without getting notice of it, or they do it most of the time unintentionally. But the number of people who responded in positive is very close that is 163 of the total.

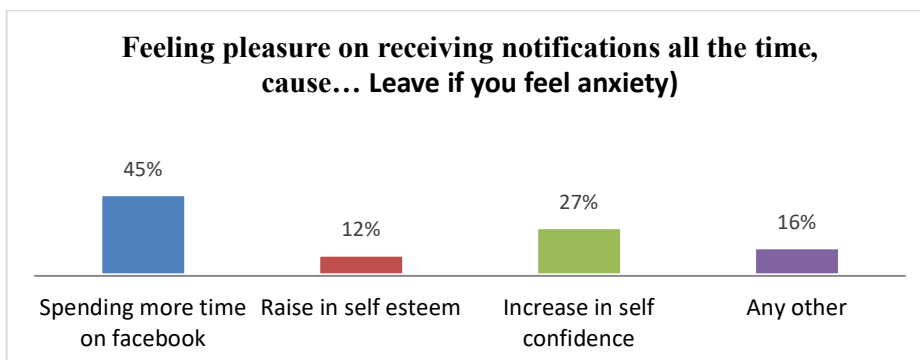


Figure 1.14: Users feelings of pleasure on receiving the notifications

120 people responded they feel pleasure when they spend more time on facebook. Out of 430 people, 267 people have answered this question.

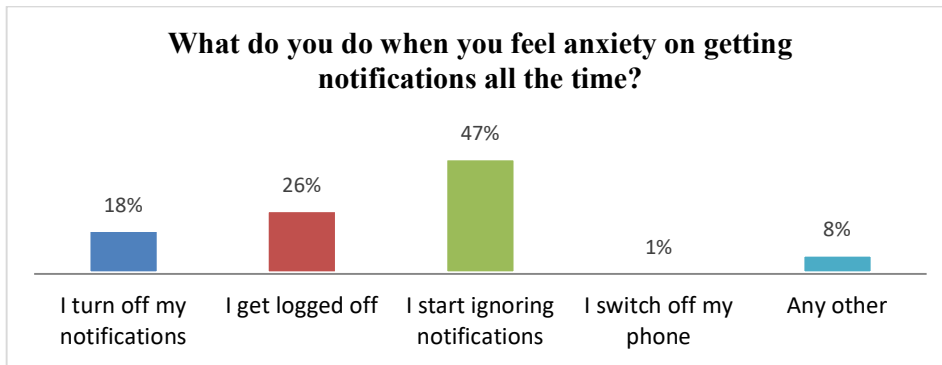


Figure 1.15: Actions performed by users for feeling anxiety

Most of the people e.g., 195 out of 413 replied that they start ignoring the notifications. 108 people replied the logged off from Facebook to get rid of notifications. Out of 430 people, 413 have answered this question.

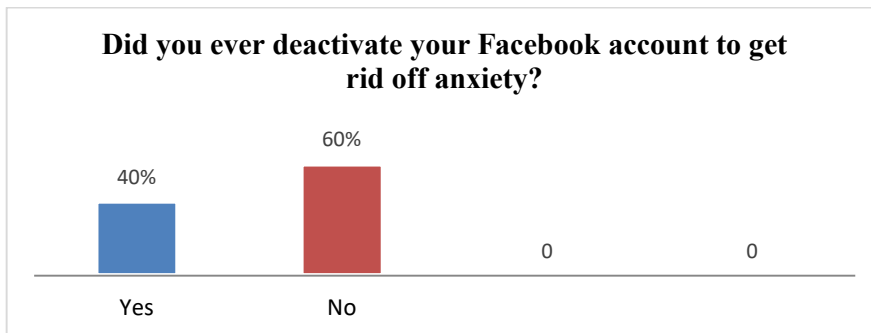


Figure 1.16: Deactivating the Facebook account to get rid of anxiety

A large number of respondents 256 of 426 replied that they never deactivate their accounts to get rid of notifications.

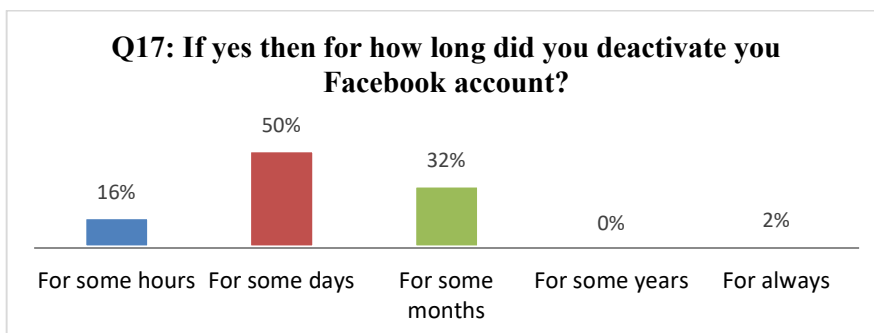


Figure 1.17: Duration of deactivating FB of users who have deactivated account

About half of the total 120/241 replied that they deactivated their accounts for few days , and less than that about 77 respondents that it took months to reactivate their accounts. Out of 430 people, 241 have answered this question.

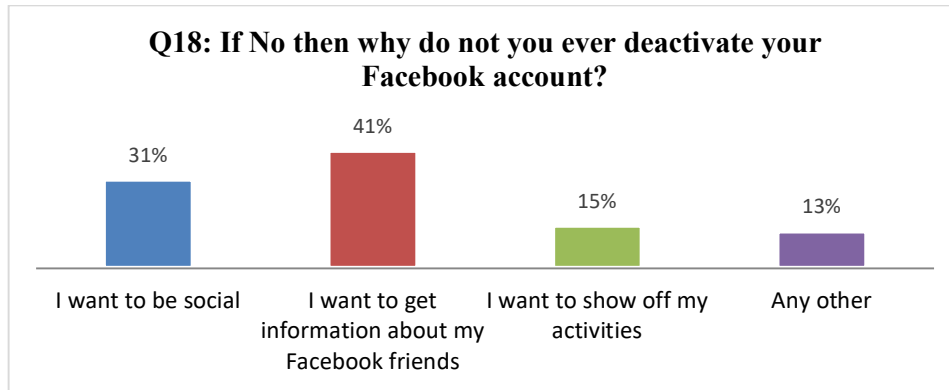


Figure 1.18: Reasons for not deactivating the Facebook account

People want information about their friends and family on Facebook, that is the most common reason among the selected respondents for not being away from Facebook.

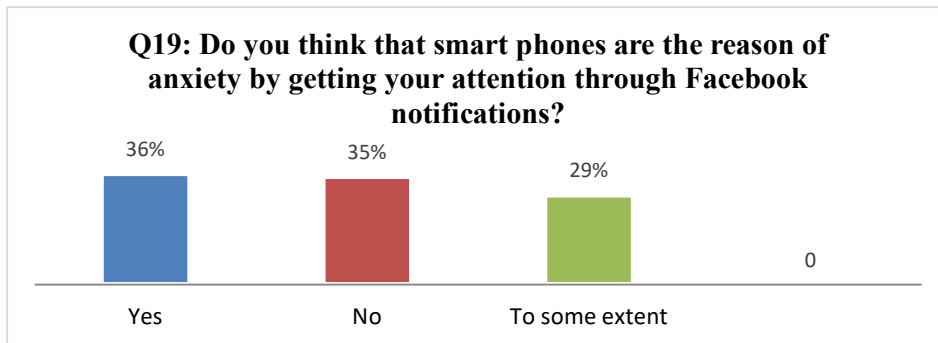


Figure 1.19: Smartphones being the reason for anxiety by getting FB user's attention

Out of 430 people, 409 answered this question. Most the people agreed that smartphones are one of the reasons for increased anxiety in people. But the number of people who don't agree was also high with only a 1% difference between the both.

Discussion

In this study, the researcher tried to find out the consequences of Facebook notifications that users receive while getting online on their smartphones. The main focus of the study is to view the feelings associated with getting these notifications. Two types of feelings have been categorized that are pleasure and anxiety at the time of receiving these notifications. 430 respondents have been taken for the study.

Through survey analysis, it is revealed that most of the Facebook users that are 73% of total surveying users are using Face book from last 10 years. But it is also evident that most of the users use Facebook in their free time. This is 51% of the total respondents. Those users who expressed that they use Facebook on time when they get bored are of 18% of the total respondents.

It is analyzed that 46% of the respondents keep their notifications on all the time to get informed regarding their friends and family. Now, the point arises that if users turn on their notifications by themselves, then they should not get irritated while receiving notifications. But on the other side, 32% of the respondents keep their notifications off. 83% of the respondents did not give any special ring tone to their notifications which shows users are not too concerned for receiving notifications on time. It is up to them whenever they use mobile to see it. But at the same time, there seem contradictions while checking the mobile phone for viewing notifications, 65% of the respondents stated that they do so after a few time within an hour. That shows users without turning on ringtone prefer to view their mobile many times in an hour.

Through a direct question regarding feeling anxiety or pleasure on receiving these notifications, most the people get irritated and feel anxiety while receiving them. At the same time there are 45 percentages of those users also get pleasure. Most of the time users get disquiet while on the notifications related to the likes. 52% of the respondents do not bother while not receiving the notifications, while 24% get feeling of anxiety. On the side of pleasure, getting notifications related to messages tend to make the users happy. More users ignore when they do not happen to receive any piece of notification because only 6% get disappointed over it.

32% of the users get irritated on receiving an excessive number of notifications and 29% of users take it as fun. There are fewer margins between those users who think that their time is being wasted on Facebook for viewing such notifications. 38% believe that they are pulled to view these notifications while 39% of the users do not think so.

Most of the users start ignoring notifications and get logged off when they see that their login account is getting an excessive number of notifications. Their percentage is about 47 and 26 percent of the total respondents.

Only 40% of the users deactivated themselves from Facebook account and 50% of them usually remain deactivated only for a few days. The users who did not deactivate themselves, explain the reason that they want to get in touch with their friends and therefore it does not bother them even if they are receiving these notifications.

At the end of the survey, there was a critical question regarding the usage of smartphones associating with anxiety in receiving Facebook notifications. Most of the respondents think so but at the same time, those which do not think so have a somewhat same percentage with a margin of 1 percent. But on the whole users of smartphone think that it causes anxiety among the users due to Facebook notifications.

Conclusion

The present study extended its essence towards probing the newly introduced dimension of social media associated with receiving concerned or unconcerned Facebook notifications through using smartphones. It is revealed by the researcher that users of these smartphones feel anxiety at the time of Facebook notifications, but these notifications do not bother them too much. Despite that, users are more eager to receive the messages of their friends and family and feel pleasure while receiving them. Still, users do not deactivate their account even if they are feeling anxiety and those who deactivated it due to irritation, kept it shut off for only a few days. Most of the users prefer to view their notifications without using the alert of any ring tone which present the idea that they are not too bothering themselves to view their mobile all the time and it's their frequent activity to view the mobile even without listening to the ring tone. On the whole, the usage of Facebook on smartphone irritates users at the time of getting notifications, but it does

not exploit their feelings. It depends on its use and how users handle it in their way.

Limitations and Future Study

There are several limitations in this study. The researcher took only those respondents who use Facebook on their mobile. Despite Facebook, other applications can also be taken into concern for viewing their use and causes of pleasure and anxiety. In these applications, Twitter can be on top of it. Further, the dimension of the study can be moved towards the types of notifications that tend to make the users more irritated and concentrate on psychology behind the pleasure of commenting and receiving likes on such multimodality devices like smart phone.

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