

The Problematic Internet Use in Pakistan

by

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Abstract

The revolution of smart devices, and smart objects has dramatically improved the usability of the Internet around the world. It's happening, and over the last few decades, we've seen such a dynamic the Internet trend. The increasing use of the Internet today has played a very significant role in the compulsion of the Internet. It can affect the educational, psychological, medical, and social well-being of the user. The Internet restriction in developing countries like Pakistan are becoming more severe, and the public is not fully aware of the Internet usage. The current COVID-19 and subsequent lockdowns situation have further raised the level of the Internet coercion in developing countries like Pakistan. This treatise explores existing literature, social dilemmas, and problematic Internet use in Pakistan. We look forward to formally analyzing the literature and conducting pilot studies to make further contributions to this issue.

Keywords - problematic internet use, PIU, social well-being, educational, social dilemma, covid-19, psychological, Pakistan.

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Chapter 1

Introduction

The Social Dilemma of Pakistan

According to [1] and [2] in Wikipedia “Social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, career interest and other forms of expression via virtual communities and networks”

Problematic Internet Use in Pakistan

This study concentrates on the concept of how problematic Internet use negatively affects Pakistani youth [1]. Unethical and unnecessary activities are not only destructive for young people, but also harm the dignity of the country and its external relations. This research describes all the aspects that can be influenced by excessive use of social media: social, psychological, educational, and medical. Social media is an online platform where people interact with each other for entertainment and information exchange according to their choices [3]. Several studies and documentaries have been formed to calculate how individuals or group of people can use social media to make their lives productive, but each image has two aspects. Technology is evolving day by day and has brought forth many inventions that make our lives tranquil, but the downside of this figure is that we are obsessed with social media [5]. The Internet coercion is increasing especially among Pakistani[4].

Poor and excessive use of social media, such as computers and mobile phone are harmful to one's health. They can also adversely affect mental health and education[6]. The Internet obsession considers the obstacles young people are attracted to by their obsession with computers and games, and by establishing temporary relationships with strangers on social networks. This is also reason for the distance between young people and their families. As a result of the negative psychological consequences of problematic Internet use, some disorders include shyness, lack of confidence, low esteem, emotional blackmailing, defiance (in the case blue whale), depression, and an increase in stress levels. May include increased brain fatigue[1][2]. Depression is very common among young people these days are causes various problems[1]. The lack of trust can also become severe. Adolescence is an important time when children are unknowingly busy shaping their intelligence levels. What is going on around them can directly or indirectly affect their mental and cognitive care[4]. Unnecessary and unethical things on social media are develop the mood that causes aggressive behavior in our minds, for both children and adolescents. In the absence of clear rules on the use of social media, it is no longer a safe platform, as hijacking increases the stress levels of young children[3]. Cybercrime due to lack of security may be the number one reason for this situation. Governments must act to control cybercrime and define the policies necessary to protect the personal data of all the Internet users. Another aspect highlighted by this study is the social impact caused by problematic Internet use[3][4].

Negative social consequences include privacy issues, cyberbullying, social separation, and guilt. And it is a medicine that you cannot stop taking if you are dependent on it, but the only thing is that it's based on our tastes and behaviors. Currently, all commerce is the Internet-based, neglect of privacy policies can cause long-term damage, social media has privacy concerns, and data hijacking is easy as there are no privacy settings[3]. This ever-evolving technology has also created a platform for criminals to commit cybercrime using the Internet.

Various types of cybercrime can send inappropriate messages, steal someone's data, and extort money or gain unauthorized access to the system. These types of problems increase the level of depression and stress in teenagers[4]. A difficult situation in dealing with cybercrime is the lack of statistical data. The number of studies conducted over the past decade remain limited by the lack of a permanent solution to this alarming reality. A unified implementation of security measures is required through more frequent software updates[1]. Cyber security laws need to be introduced internationally to fight cybercrime. Loss of social connection is also one of the main negative effects of the Internet abuse. Social disruption also includes a lack of relationships with family and friends, which can also lead to poor mental health.

Social media is now a great communication platform. This makes it much easier to connect around the world. More importantly, the virtual world is developed, creating a gap between people and real relationships[3]. Young people today are more interested and spend more time on the internet, make temporary friends on social media, regardless of the time you spend with your real family and friends.

Young people want to spend their free time on the Internet for unlimited fun. Instead of doing something productive or being physically active. It is very common to stray from your goal or primary purpose because the Internet can distract you. Young people cannot focus on their professional careers and personal responsibilities. This action not only negatively affects their youth, but since youth is the pillar of our country, can harm the development of the country[2][3]. As mentioned above, privacy breaches should also be of concern. Loss of social bonds can also cause anxiety and depression. It is natural for a person to be withdrawn and isolated, which can cause many mental problems.

Social networks have also created typical criteria for judging people. There are many photo editing apps that make you look artificially perfect. This type of photo on social media creates a feeling of inferiority complex among us young people who live in a virtual world created by the Internet. Everyone wants to enhance their beauty rather than focusing on taking care of them and building their careers. People are becoming materialistic rather than practical[5].

Young people today are more aware of posting something that impresses people on social media, whether it's fake content or not. Such material on social media can make someone believe that you are not very good or lose confidence. Social media is a way to connect different people and communities to share, create, and exchange information and have social interaction[5][6]. In addition, you can always access and communicate with your virtual friends. Social media is now a more convenient means of communication.

Social networks have abolished distance, but anything that exceeds the limits is harmful. Long-term, unnecessary social media connections negatively affect adolescents' physical and mental health as well. It can completely change someone's morals and values. Inspired by artificial things on social media, you can also be attracted to artificial identities. You may no longer like being a real person[4].

For other aspects of the Internet, we will discuss the limitations of youth education. Students do many things when using the Internet, such as homework, presentations, and research. Abroad, students use computers and cards in the classroom instead of doing homework[3][4].

There is no doubt that the Internet has been of great help to school careers. However, due to the deceptive system, students engage in unnecessary activities that interfere with their concentration on learning. Students thus lose focus and derail their professional careers. Spending an excessive amount of time on unnecessary activities is a waste of time for students. Their academic performance is affected too much. In addition, the level of depression and stress among young people increases day by day. The reason for this change is a long list[6]. This study has attempted to address the central concerns. The condition is not unresolvable and there are several steps you can take to overcome this phobia.

Many researchers have worked on it, but you need a statistical background to find the solution. Generally, such rules and restrictions should be aimed at avoiding unethical and unnecessary use of the Internet. The Pakistani government needs to enact specific legislation. They need to make Pakistan safer and manage the problems of cybercrime and the Internet usage. Sadly, it has not received much attention[5][6].

The last aspect affected by social media is the health of the Internet users. Many medical problems have been discovered, mainly due to excessive use of social media in children and adolescents. Medical issues can be of different types[5]. They can be related to eye disease, muscle damage, brain damage, or causing heart problems. The most common ailments found were eye strain, lateral eye problems, posture problems, and a sedentary lifestyle. Eye damage topped the list due to the over use of social media[6][7]. Eye problems are well known because young people spend time playing games and watching videos on the Internet. When the light rays pass through the screen, they directly damage the cells in the eye and affect the brain. Also, using the mobile phone in a certain position can cause some muscle problems[7].

A sedentary lifestyle refers to the concept of physical inactivity. Young people are interested in eSports, which cause many health problems, such as weight loss and weight gain. Exercise is crucial for a healthy body, and the Internet addiction is not associated with any kind of physical activity and can cause heart problems. This study aims to investigate the bleak effects of problematic internet use on Pakistani youth[9]. Without the Internet, young people cannot think about their growth in all aspects of life. This lifestyle includes excessive the Internet use. Excessive use of social media can also harm teenagers[8][9]. This disrupts their sleep, increases their tendency to bully, creates an unrealistic worldview in the minds of young people, and increases the spread of rumors. The more time they spend on the Internet, the more depressed and anxious young people become.

Social networks update important news and events. Bad news can be misleading[9]. Online bullying by social media friends and peer pressure on social media can even lead young people to suicidal ideation.

Parents also play a crucial role in protecting their children from this excessive use of the Internet. People are busy making money and don't have much time for family and friends. To overcome loneliness, young people use social networks to make friends and enjoy chatting with them. Unusual sharing of personal status leaves young people emotionally dependent. In all cases, the Internet must be used in a structured way to reduce results[6]. This research treatise is a small contribution to the literature on the negative effects of social media on young people and may be useful to future researchers. Some gaps and limitations are partially described in this document. Interventions to prevent the negative effects of the Internet need to take into account effort to prevent cyberbully and ensure physical activity among people[8].

2. Related Work

The past and ongoing decades have seen widespread adoption of the Internet around the world. It revolutionized almost every area of human life. Lifestyle, education, office work, travel, etc. This change has left a prominent mark on social and cultural norms. It has changed most of the way people think, cope, and inspire themselves and their habits[3]. High Internet usage in developing countries like Pakistan have more diverse impacts on the public. It affects the people of Pakistan in several ways. Education, psychology, criminology, etc. The role of the Internet abuse plays a principal role when users are not fully aware of the Internet use and its benefits[2].

In developing countries like Pakistan, the situation survey is less clear, as most people do not fully understand the use of the Internet, especially during information warfare and media exploitation[4]. Pakistan's social dilemma is essential. Existing literature is present to perform a detailed analysis of the problem and spread the existing literature in a wider area. The educational, psychological, and social implications of problematic Internet use.

Educational impacts

This section describes the impact of the Internet applications on the education of Pakistani students. According to the available literature, misuse of the Internet and its applications affects students' time, thinking, and even loss of concentration. It can also increase student stress level (discussed later psychological impact). Excessive use of the Internet has increased dramatically during the COVID-19 pandemic.

Whatever the reason, the dramatic increase in the Internet use has had a major impact on the minds of young students. Thakur Et Al (2020) conducted the study. The goal was to explore the link between continued the Internet use, shyness, and self-esteem among Pakistani youth. Thanks to rational sampling, there are almost 120 young students[5].

Males (n = 60) and females (n = 60) were selected. The studies presented used tests. They used Kimberly Young (1998), Riia Lehtonen and Jennifer Crooker, 1992 and 199, Cheek Melichor (1985), i.e. Excessive the Internet Testing (IAT), Collective Self-Estimation Scale (CSES), and the corresponding shyness scale.

It was positively and significantly correlated. It was observed that female undergraduate students were significantly shyer than male students. While in a private institution, students scored significantly higher on the Internet abuse than students in public schools. The reason private students have easier access to the Internet than public students. The survey concluded that master's students have a significantly higher rate of shyness and anxiety than undergraduate students.

Currently, the widely recognized information exchange network is the Internet. Today, the Internet has undergone tremendous development and improvement in that way and is seen by many users around the world. The study by Akhter (2013) aimed to investigate the association between overuse of the Internet and academic success.

This study took additional samples of graduates and also focused on the Internet-addicted male and female college students. A sample of 359 respondents who are college students was selected. Based on the answer to "Internet-scale overuse" and the GPA of the previous semester, it was collected and tested using various methods such as descriptive statistics, explanations, tests, ANOVA, and simple linear regression estimation. The results showed that the use of the Internet has a significant and negative relationship with the academic performance of college students. In addition, research suggested that there were gender differences in the Internet use and coercion. Comparing female college students, male college students had a higher level of the Internet coercion. Therefore, based on the findings above, it helped prevent increased the Internet usage rather than focusing on learning outcomes.

Saleem Et Al (2015) studied the situation (excessive use of the Internet by Pakistani students). They explained the relationship between the Internet abuse and loneliness. The researchers collected samples (N = 1020) from undergraduate students at Bahaudin Zakarya University (BZU) in Multan, Pakistan, and the University of Islam (IUB) in Bahawalpur, Pakistan. The data samples collected included 255 women and 255 men from each university. In this study, appropriate sample size was used to eliminate bias. The survey consisted of two questionnaires based on Chen's compulsive use of the Internet Scale and the UCLA Lonely Scale. A cross-sectional analysis was used, the desired sampling method was used, data was collected by SPSS analysis, and statistical methods of regression, test, mean, standard deviation and other tests were performed. As a result, around 28% of students were the Internet-addicted and 13.5% experienced a high degree of loneliness. BZU students have been absorbed by the Internet in a wave of loneliness over IUB. Likewise, these psychological problems arise more in boys than in girls. This study concluded the possible negative effects of the Internet participation, established a definition of consent and examined the physical, psychological, and sociological consequences of AI.

In 1900, the compulsive use of the Internet attracted attention. Various studies have been carried out in this area during this time when the number of people using the Internet is increasing and it has a significant impact on mental health and society. Therefore, in a similar context, Maqbool Et Al (2020) conducted a study to evaluate compulsive the Internet use among university graduates and Ph.D. students.

The survey was conducted by 280 students, 10 graduate students, and 10 Ph.D. students in the field of computer science. They were chosen by random sampling from the Hazara University of Pakistan KPK in Mansehra, University Azad Jammu, and Muzaffarabad, Azad Kashmir. Data was collected from two universities using the compulsive use of the Internet-scale proposed by Young in 1998. In this study, they investigated the relevant variables using ANOVA tests, statistical analysis mean, and type of deviation (SD). The study concluded that female students showed more compulsive behavior to use the Internet than male students. Furthermore, the study found no significant difference between the two college students compulsively using the Internet. The study also found no significant interactions between compulsive the Internet use and education or gender.

The use of the Internet has increased dramatically over the past decade. It has also attracted the attention of researchers in the field of the Internet use. In addition, Fatima (2019) aims to study the relationship between compulsive the Internet use and psychological symptoms in students. To this end, this study collected specific data on the impact of compulsive the Internet use on psychological symptoms in students. A sample of 150 participants was collected for analysis. Of those 150 participants, about 75 were women and 75 were men, compelling them to use the Internet. Results were found using independent samples t-test for correlation matrix, linear regression, and analysis.

The correlation results showed that there was a positive and significant association between student obsessive-compulsive the Internet use and psychological symptoms. Furthermore, transformation regression analysis revealed the compulsive use of the Internet as an important interpreter of psychological symptoms. Furthermore, the results confirmed that obsessive-compulsive women use the Internet and have higher psychological symptoms than men.

Attachment to social media is widely studied as a major obstacle for college students because it negatively affects their personal and social life. As a result, people are less physically active, sleep is disturbed, and they have psychological problems such as stress and depression.

In this article, the author conducted a cross-sectional investigation of four universities in Islamabad (Islamabad International University, Quad-Azam University, National University of Contemporary Languages , and College of Bahria) on addiction disorders. They choose 713 students on a non-random basis. Student selection criteria are students who have had and can use a Facebook account for over a year. Facebook usage intensity was measured using a 6-element aptitude scale developed by Ellison Et Al (2007). They rated Facebook applications through Bergen Facebook Compulsion (BFAS). The scale contained six important properties of stress. Resilience, mood swings, tolerance, withdrawal, conflict, and recurrence. They concluded the survey by explaining that Facebook-heavy, high-scoring participants were more dependent on Facebook than low-scoring participants.

Psychological Impacts

Social media platforms are becoming a widely used network to connect people around the world. There are also some pros and con. In this study, the author tried to highlight the influence of Facebook, the most used social network. This case study used a qualitative research method. In this way, they collected data from 22 participants by conducting a 20 to 25-minute interview with students addicted to Facebook. They also interviewed families in Punjab. They combined the data into software called NVIVO and applied word frequency, text search, and tree-structured query analysis. Based on the results, they identified various problems and problems of addicts and their families, not only social problems but also personal problems. Psychological illnesses also include stress, depression, and anxiety.

Besides these difficulties, family conflicts, lack of interest in family and siblings, reduced interest in family affairs, and broken relationships greatly affect personal life. Nowadays, mobile games have become a staple in our society. Children have been crazy about these games for decades. Mobile gaming has been taken to the next level. These games have many advantages but also some disadvantages.

In this research, the author tried to mention the unfortunate incident of the famous mobile game PUBG, which occurred during the COVID 19 pandemic in Pakistan.

They discussed three PUBG-caused suicides in Lahore, Pakistan. They committed suicide during the blockade, and this was the first reported case in Pakistani history involving online gambling. Furthermore, the young males were between 16 and 20 years old. The study said the cause of their death was excessive the Internet use of PUBG games. The three victims also experienced psychological instability due to this match. This article presented practical effects for addictive groups such as adolescents, psychologically predisposed adolescents, and exciting video games that take hours a day like PUBG.

This article presented a research plan to analyze the association between problematic Internet use and the use of ego defense mechanisms by medical students. The cross-sectional study was conducted from March 1, 2015, to May 30, 2015, at CMH Lahore Medical College (CMH LMC) in Lahore, Pakistan. A total of 522 medical and dental students participated in the study. A three-part questionnaire was distributed to the students: a) Demographics of the respondents, b) Defensive Questionnaire 0 (DSQ 0), and c) Forced use of the Internet Test Questionnaire (IAT). All data was tested with SPSS v20 and assessed for various variables with IAT scores via independent t-sample tests and one-way ANOVA.

They used multiple regression analysis to explain ego protection as a predictor of problematic internet use. In total, 32 students (6.1%) faced serious problems using the Internet according to the survey results they found.

This rate was high for IAT men who used the Internet more. Scores affected the use of the Mandatory Internet Test (IAT) which had been radically socialized while being positively associated with projection, denial, autistic fantasy, and displacement. There was frequent and problematic use of the Internet for medical and denial students. Smartphones have become a vital part of everyone's life in this world of technology. The purpose of this study was to focus on the relationship between eye contact with smartphones and the academic performance of higher education students. Khanet Al (2019) in this study considered variables such as social networking site use, smartphone overuse, and academic performance (GPA and time management skills). An integrated survey was created to collect data from 360 respondents from two private universities in Rawalpindi, Pakistan. The ages ranged from 192 registration to maturity levels. SPSS was used to analyze the correlation data proposed by Pearson and perform numerous linear regression tests.

In this study, excessive use of the Internet by smartphones was negatively correlated with academic performance, and students with good time management skills scored higher than students with poor time management skills because of participation in various social media like Twitter, Facebook, Instagram. A suggestion for the future is that students should use their time wisely and that the use of smartphones should be for educational purposes. Student counseling, training, and close supervision will benefit from the use of smartphones.

Buzdar Et Al (2019) aimed to study the impact of the religious establishment on the onset of social media unrest among Islamic University students in Pakistan. A total of 686 student samples (59.0% were other women and men) were enrolled in three public universities and participated in the study. The new Religious Orientation Index had been revised to adopt a scale abbreviation to measure the degree of social media turmoil and gather essential evidence. Both scales validated consistent parameters. The results obtained showed that there was a significant difference between religious orientation and orderly and non-disordered social network operators.

Research has found that supporting people with higher religious beliefs and external beliefs increases the likelihood of suffering from social network users. However, improved internal religious norms reduce the chance of becoming a pathological user of social networks. At the end of this study, the inferences of the research conclusions related to academic and non-academic reasons were discussed in-depth and contributed to future scenarios.

Regarding the increase in daily use of smartphones and their association with different social networks have been registered. Similarly, this study by Shabir (2020) aims to explore the relationship between excessive use of games and violence in adolescents. Using purposive sampling, 160 respondents participated, including 80 men and 80 women. The design was based on cross-sectional correction research. Studies have concluded that although games can be used to release stress, they can suppress physiological urges and reduce aggression in life.

The relationship between the high level of participation and the aggressiveness of the game describes the positive response of the game when addressing the aggressiveness of adults. From a future perspective, researchers should study specific types of aggressive games and compare different age groups to clarify the association between games and aggressiveness. Social media plays a vital role in student learning behavior in sustainable education. However, in this sense, Abbas Et Al. (2019) aimed to examine the positive and negative factors that affect students' thinking, and how these factors help students share their strengths and weaknesses with others. For college students, it's both a great benefit and a risk. Therefore, this study modified the cluster sampling method. The sample included five selected areas, around 1013 questionnaires were distributed among the selected sample of university students under 16 to 35 years old, of which around 831 were valid questionnaires. This technique from the theory of social gratification is applied to examine the behavior of students who use social networks. This study accurately recognized 18 positive and negative factors of social media. The survey results showed that in Pakistan, the use of social media has a negative impact compared to the positive behavior of students. Because the results are specific, the results are not generalized to all students. This research demonstrates future forms of learning by better understanding the use of web-based social networks.

The term smartphone is very charming and attractive. In psychology, researchers have suggested that excessive use of smartphones can weaken social relationships and increase loneliness. Therefore, under this concept, Tariq et al (2019) aimed to analyze the impact of smartphone use on the psychological well-being of school children. Children who use smartphones for up to 2 hours a day are considered short-term users, while children who use smartphones for more than 2 hours a day are considered long-term users. After using SPSS for data analysis, there are 2,889 large samples, 69% of which are short-term users and 31% are long-term users. Therefore, from the results obtained, the use of smartphones is highly correlated and significantly correlated with behavioral and psychological problems. In the past few years, the use of smartphones has become a common and important part of people's lives.

Almost everyone in the world is listed using smartphones. Thus, it is attracting the attention of researchers studying the excessive use of the Internet on smartphones among young people today. Khalily Et Al (2018) identified the occurrence and indicators of smartphone overuse in two cities, Islamabad and Rawalpindi, Pakistan. This survey was based on a cross-sectional analysis from August 2017 to August 2018. The sample involved school and college students aged 12-19 years in men and women. The high usage of Smartphone Scale-Short Version was used, with thresholds of 31 for boys and 33 for girls. The analysis was carried out using SPSS, and of 702 people interviewed in the survey, almost 60% depended on smartphones, while 57.3% of men and 2.6% of women were also involved in the overuse of smartphones.

Therefore, the results show that social networking devices are a very important additional indicator with a value below 5%. The study concluded that the prevalence of excessive internet use by smartphones was high among young Pakistanis. As technology has developed and become vast over time, the Internet has become an important part of our lives. Social networking is a necessary and useful service for people in all walks of life, but all have their strengths and weaknesses. Social media helps to facilitate our transactions, but at the same time, excessive use of social media can lead to disaster. Excessive social media use is not only bad for your health, but it can also cause several mental problems, including depression, anxiety, stress, and more. These kinds of problems are now common among our youth. Unnecessarily using social media is so pervasive that over the past decade, thousands of researchers have thought about studying excessive social media use, especially while targeting the youth community. Unnecessary use of social media reflects continued exposure to negative mental health, physical health consequences, dissatisfaction, cyberbullying, and stress destined to be our decline.

Excessive use of the Internet on social media can be divided into five categories. (a) Overuse of the Internet in Cybersex - Obvious and widespread use of the Internet, (b) Cybercrime, online gambling, commercial actions, etc. (c) Excessive use of the Internet relationships leads to neglect in real-life relationships, (d) forced preferences of information in search of knowledge, can easily turn into uncontrollable impulses to organize data. Perhaps, (e) Game addiction- includes all online and offline games that get you obsessed with them. Everything online can be very harmful. This includes interactive activities.

Medical Impacts

Lee Stapinski (2012), including online and offline activities related to games of all kinds, has studied the fact that excessive use of the Internet leads to social phobia. It can be the worst fear in social interactions due to low self-esteem and anxiety. Studies were conducted to clarify the association between compulsive the Internet use and student anxiety, and the prevalence of compulsive the Internet usage among male and female college students was also investigated. University of Sargoda's Internet use is relatively higher than that of female students (Musarrat Azher, Rashid Behram Khan et al .; 201). DIA).

Compulsive use of the Internet is also a health risk, with physical pain, insomnia, vision problems, weight loss, social isolation, depression, unorganized sleep schedules, and many other ailments. There is a positive correlation between anxiety levels and the Internet (Nima; 2012). Excessive use of the Internet can affect social relationships and lead to introversion (Cardak, 2009). Obsessive use of the Internet is considered a clinically significant obstacle in childhood to prevent long-term IAD (Cho Shin2013). The Internet usage has also been studied on the basis of gender differences, showing that IADs are more common in men. Excessive use of the Internet is higher among adults due to the predisposition and knowledge of the Internet. Teachers are encouraged to use the Internet for their studies. According to a survey conducted by the Faculty of Medicine and the Faculty of Engineering, approximately 53% of the students of the Faculty of Engineering and 62% of the students of the Faculty of Medicine used the Internet at night.

Psychiatric disorders, such as sadness, depression, and emotional instability, are more common among students who use the Internet through their users. People who spend more time on cell phones, computers, or other the Internet sources spend less time with family and fewer friends than those who spend less or no time using the Internet resources. This creates feelings of loneliness and increases the Internet addiction.

Providing the Internet for young children increases the risk of the Internet addiction. This is a growing problem that has a great impact on people's psychological health and physical lives. It needs to be addressed. This awareness program aimed at reducing the Internet abuse is really helpful in that regard. Several steps must be taken to overcome this mental illness. Teens need to spend more time on a little creativity to develop their interests and get rid of their obsession with the Internet. Participating in a fitness center for mental and physical training would be a great approach. Spending more time with the family helps overcome the mental distress caused by the use of the Internet.

Studies focus only on negative results, but negative results are also being studied increasingly. Young people and the way they use it is one way for them to grow. Thousands of studies have been conducted over the last decade, some on the psychological and physical health effects of social media, and some on the effects of excessive use of social media on learning outcomes. They conclude that effective use of social media can help students further develop their knowledge, but in today's reality, students are becoming drunker and drunker. It will lead to poor academic performance.

The change we need to make is that Pakistani social media organizations should take action on unnecessary activities and be responsible for research to reduce the negative impact of media society on adolescents. is. (Khansa irum, Muhammad Ilyas, Muqqadas Rehman; 201). Unnecessary use of social media also includes ignoring the distinction between different websites (Hassan Khalid2017). Better the Internet access for the study is also bad for students, in which case some kind of power outage or lack of privacy can also cause poor academic performance if they do not have the Internet. Some researchers have studied to identify physical health problems caused by excessive use of the Internet.

This growing impact on social media affects students as well as college students. According to one survey, 8.1% of students used 12 hours a day. Excessive use of the Internet can cause many complications in young people, including headaches, neck pain, dry eyes, back pain, and sleep disturbances. In many studies, the author has long discussed the negative impact of the Internet on young people and its importance. Ease of access to the Internet increases the risk of competition by replacing the virtual world with the real world.

Some of the frequently reported physical problems are vision problems, decompression sickness, and sleep disturbances caused by excessive use of cell phones and the Internet. The use of social media in place can cause various muscle problems, such as stress trauma, and various nervous system problems. However, while the Internet overuse in Pakistan is lower than that of US citizens, the Internet overuse is on the increase.

A worrying situation for Pakistan as a whole. In the youth community, there are interventions to control the Internet coercion. Otherwise, it can be very harmful if not used properly in accordance with certain rules and regulations.

Social Impacts

The main role of social media is to improve individual skills by making new connections, but too much migration to social media can have a negative impact on life. By joining different groups and participating in them we can make new friends and help each other. Traditionally, we interact with people other than ourselves in schools, organizations, and workplaces. Social media has made it easier to connect with people with creative thoughts and ideas. Making good use of social media allows you to interact with people more effectively.

You can share information and ideas with a wide range of people through the opportunities offered by the Internet and social media. Despite all the advantages and benefits of social media, the Internet is also criticized. Studies show that teenagers and college students are too dependent on the Internet for research, which reduces their ability to work. They prefer using the Internet to going to the library to read books. Their communication skills are inferior because they prefer to use social networks. Parents should monitor their children's social media activities and allow them to spend specific and appropriate time on the Internet and social media.

Families need to help members realize the importance of the real world so that everyone can maintain a balance between social media and other activities. The basic idea of social media is to share data and communicate with each other. O'Keeffe GS and Clarke Pearson K say social media has more drawbacks than benefits. Cyberbullying is increasing day by day. Rideout V claims that people use social media for entertainment rather than intellectual purposes. Meanwhile, Pard said social networks are considered the most effective way to share information, learn about news, and spread knowledge. Studies have shown that social media does not affect students' academic performance. Studies show that social media and the Internet make a big difference in the behavior of Pakistani students. They use Facebook and Instagram with multiple (false) identities. Parents later do not know their activities that concern them. In addition, their education has been seriously affected. They spend more time and attention on social media than studying, resulting in poor grades. They miss the crucial things by using cell phones in class, watching movies and seasons, and they pay little or no attention to their studies. As a result, the productivity of the new generation, which is a dilemma in Japan, is declining. Many studies have been conducted to evaluate the positive and negative effects of the Internet compulsion, not only on graduate students but also on college students.

Not only does it respond to human social behavior, but it also influences the affective behavior within it. The correlation between the Internet test score use and negative affect scores was significantly positive, and the correlation between the Internet misuse and positive affect scores was negative (S. Arul Prabakaran, J. Venkatachalam). These evaluated correlations are useful. In addition, it is a tool to help teens control excessive the Internet use by filling research gaps. Compulsive the Internet use disorders can occur at any age, but large studies have focused on adolescents. Because they are of critical age and can easily become addicted to the Internet. (Pallanti, Bernardi Quercioli, 2006; Lai Cheah, 2020).

In Western societies, it is concluded that the use of the Internet has become a favorite pastime for teens. Positive effects of the Internet include positive mood experiences such as happiness, awakening, and negative effects include negative emotional experiences such as anger, fear, anxiety, and guilt. One-on-one or group communication is a type of discussion media that can be called "web-based social interaction". You can use this type of contact to keep news around the world up to date. Undoubtedly, social media plays an important role in raising awareness in all respects, but at the same time, disseminating false information can harm national security. Misuse of social media can lead to cyber terrorism, harassment, clicks, electronic spoofing, and more. Therefore, the Government of Pakistan needs to enact appropriate legislation on the Internet usage to strengthen our country (Khadija Younus; 2019). This aspect of social media has also been investigated in previous studies, but more intent is needed to fill the untested gap.

In addition, if someone is unaware of their online privacy policy, they can be victims of cybercrime, or their accounts can be hacked and engaged in illegal activities. To create some kind of illegal website which is not visually visible in the background related to the user's login activity, to assist in the black market trading, and to send a black email to the user. It can also be used to furthermore, active use of the Internet can easily lead to an increase in terrorism and can foster abuse that continues to the point of inevitable conflict.

Over time, more and more attention has been paid to mental health problems caused by the overuse of the Internet. It has been concluded that the use of social media causes many mental health problems, interferes with sleep, and interferes with physical activity. Excessive use of social media can have a direct impact if young people are involved in viewing harmful content. Substituting physical activity can significantly impair physical health and cause many other problems. However, due to limited knowledge of all aspects of the factors involved, previous literature has focused primarily on the issue of health hazards. Other aspects of life affected by social media abuse have been overlooked to some extent due to the lack of longitudinal studies. Previous research has been limited, indirect effects still exist, and longitudinal research is needed, as previous researchers mainly focused on direct effects. Previous studies have shown that social media users are less physically active but still limited. In some cases, mental health is not caused by social media use, and excessive the Internet use for social media may be due to mental illness.

A young man was able to interact emotionally on social networks to overcome his depression. Social media is a large, interconnected community for sharing and transferring information between users, with two advantages.

The purpose of our study is to focus more on the adverse effects and consequences experienced by abuse of social networking sites and the potential to eliminate the Internet abuse through this in-depth study is to know-how. Although online and effective, social networking sites lead our society towards lasting disasters. Although young people and adolescents are part of our country whose moral development is necessary, the abuse of social networks has led to misdiagnoses. Another major side effect considered in previous studies is the potential for invasion of privacy. People can lose confidence at the expense of guilt because they are proving the world is perfect by using bogus editing apps. This body image crisis can lead to anorexia nervosa and bulimia nervosa. Men tend to lose focus on their main goals and focus completely on social media without producing effective results. Young people spend more on taking selfies, liking, and sharing comments, and these activities don't even pay attention to their career growth or development. Unnecessary abuse of the wrong website can have a lasting negative effect. Hackers who hack or steal information from your organization are illegal and unethical, but they most commonly occur on social media. Plus, if you use social media inefficiently, it's just a waste of time.

Teenagers with cell phones are very enthusiastic about using the Internet and social media. They are lazy among young people because they have been using their mobile phones for a long period of time. Social media negatively impacts the personalities and behaviors of multiple generations by sharing violence. It affects a person's attitude to life. Sharing personal information without consent is a cybercrime promoted through social media. Social sites create gaps between families because people spend more time on mobile phones and other social and the Internet sources than families. Some people post their photos on social sites as social people, but their images can be abused causing problems. Because of social media, it's hard to distinguish between those who know and those who don't. Social networking sites can also be used to steal or steal by sharing information.

During Covid 19, the negative effects of panic on social media have increased during outbreaks in this pandemic attack, the use of social media has further increased, or it can be said that pandemic panic on social media is moving faster than Covid 19. Social media plays an important role in raising awareness about health issues, and the reaction of social media to Covid has a significant impact on the steps taken to address it. Community. With the social media panic that hit Pakistan at the beginning of this pandemic, false or fake news could impact lives longer, cause mask and disinfectant shortages, and cause market shortages. Many young people and their families are surprised to spread fake news about the spread of the virus.

Many false messages are delivered through social media about herbal remedies, immunopotentiators, religious and spiritual pathways, and highly confusing situations to combat the virus. Due to all these types of behavior affecting social media, it has been difficult as a result to fight this virus for frontline fighters due to misunderstandings. Unfortunately, links and websites between national and international health authorities have also been abused to spread this misinformation and confusion. The study highlights the urgent need for government legislation to effectively manage the balance between use and abuse. With the development of communication technology and youth technology in Pakistan, people have become extreme. Young people in particular are involved in the overuse of the Internet and spend most of their time in activities not mandatory on social networks. Young people may be drawn to inappropriate content rather than seeking useful information and engaging in meaningless political activities and other time-consuming programs. It has been concluded that young people are affected not only physically but also socially (Lubna Zaheer; 2018), which can also affect their moral development. Because today's youth are so closely associated with media (Lenhart et al .; 2010), previous studies have concluded that this factor has a significant impact on media design. Establish conflicts and peaceful situations, which lead to misleading information with positive and negative consequences.

Regarding the Internet use, the number of screens has increased rapidly in recent years in Pakistan, especially on social networking sites (Groupin. pk; 2011). Most of the Pakistani population is made up of the Internet users, and recently it has been calculated that about 92% of the Pakistani population uses social media and about 62% of them are young people 182 (Awan; 2013)

With social media in our lives, media tools can (a) manipulate information and news that has been ignored by mainstream media (b) provide information about all kinds of social or protest campaigns when this happens. It plays an important role in dissemination (c) it plays an important role in advertising (d) it also focuses on associations of social events and acts as a liaison between political parties. However, changes due to the impact of social media compared to traditional media have also been studied. Moreover, one of the risks of excessive use of social media, including the same idealism that reflects the collapse of our society, could be radical online media. Another risk discussed in previous studies is the creation of unethical content due to a lack of regulation, including privacy policies. Promoting unethical or inappropriate content may limit Pakistan's freedom, but social media cannot make a huge positive change.

This type of risk is an opportunity for neo-traditionalists to discuss unnecessary content that can only limit Pakistan's free zone to the conservative sector. This kind of social conflict is accompanied only by our idealistic division, which is not good for Pakistan. Therefore, it is imperative to use a social media platform with defined rules and regulations, which could be a further step towards Pakistan's prosperity and development. Relationship Confirmation Social sites are important because they play an important role in interaction: personality traits, psychological well-being, the Internet overuse of Facebook, health, and performance. Working with long-distance people (Forough et al 2019). Pervin and Cervone (2010) state that personality is made up of one's thoughts and ideas. These can be unique, unlike others.

Studies explaining personality traits and the Internet overuse on social media have shown that people with hardworking personalities have a negative relationship with the Internet use. Facebook has too much the Internet. Andreasen et al. (2012) provided the rationale for this contradictory link between handymen and Facebook addicts. The handyman has the right to prioritize his work and prioritize face-to-face use without wasting time. Studies also show that people who are interested in being outside of themselves are more likely to be attracted to online social activities (Gosling et al. 2011).

According to Andreasen et al. (2012), Emotionally unstable people use social sites like Facebook to distract themselves. Studies show that diligent and responsible people are not addicted to the Internet, but socially and emotionally unstable people are the Internet users. Neimz, Griffiths, and Banyard (2005) argue that unlimited the Internet use causes personal problems such as insomnia and restlessness. Online games can also be a problem for high impulsiveness and chills. Gambling addiction can cause social anxiety, introversion, and prosocial behavior. The role of sensory dysfunction in the search for impulses in gambling and excessive use of the Internet to study its correlation was also investigated. The findings also reflect those prone to relapse and recovery who impulsively question senior players (Ju Ahmad, Mahossain, et al; 2020). Compulsive use of the Internet not only in Western countries but also in South Asian countries. Compulsive the Internet use of 38% was predicted in several previous studies. Obsessive-compulsive use of the Internet is considered a manual obstacle, but this topic needs further investigation (American Psychiatric Association; 2013).

In gambling addiction, higher levels of impulsivity are attributed to other harmful excessive abuses on the Internet, such as alcohol, tobacco, marijuana use, gambling (Walther, Morgenstern, Hanewinkle). This is the only prediction it leads to problems. Gambling addiction can also cause anxiety at an early age. By adding the dysfunctional impulsivity studied from previous studies, the variance of participation increased to 7%. Therefore, impulsivity is believed to be the cause of many mental disorders. It can be measured with a laboratory cognitive test, and another option is a personality questionnaire that can help us diagnose serious disorders for prompt treatment. The Internet usage has grown to nearly 3.8 billion worldwide. People with addiction prefer to chat with friends online rather than socialize because they prefer to work on computer screens and are not fond of developing self-confidence and communication skills. Alternatively, people obsessed with the Internet friends may have developed their own fantasy worlds to connect with real people as a completely ineffective alternative. The development of technology is very positive if used in the right way to pursue the prosperity of our country and the interests of individuals, but even this forced use of the Internet by all ages has its advantages. The Internet is an entity that contains thousands of small networks and Web pages in many countries that are difficult to identify. With millions of networks connected, this mainframe network is owned by many businesses, governments, research, education, and other organizations (Emeka Nyeche; 2016). The Internet addiction behavior and subjective health. A survey was conducted in 2018 to investigate. Medical students aim to conclude the results. It has been found that students who use the Internet more obsessively show subjective impairments in well-being (Suresh, C.V; 2018).

This literary contribution would be significant as a screening tool for addictive behavior. In academic literature around the world, the appropriate use of social networking sites is becoming a topic of popular research and discussion. Numerous studies have been

conducted to investigate the impact of social media on adolescents, with particular attention to changes in family relationships due to their impact on mental health. The study, conducted at the International Islamic University in Islamabad, targeted master's students who were enthusiastic about using social media sites. The results of the investigation showed that the abuse of social media focused on temporarily increasing online relationships and agreed to negatively affect family relationships. The percentage of positive results for this survey is around 9% (Rabia Ali; 2016). People also feel alienated from their real relationships with family, friends, relatives, and even themselves. Excessive use of social media can negatively affect the pursuit of time for one's personality. This is not good for career development or mental health. Studies also conclude that excessive the Internet use is a frequent reason for reduced family attachment and harmful value changes in adolescence (Rabia Ali, Sociology; 2016). Excessive use of cell phones negatively affects people's lives. Disabilities include neck, shoulder, and back pain and an increased risk of AMD. Consistently poor workstations lead to MSD. Musculoskeletal and skeletal disorders associated with excessive cell phone use can be a pain in the wrist, back, elbow, shoulder, and hand. Prolonged use of social media can affect vision.

It causes eye diseases, one of the most common of which is impossible to read without visual aids such as contact lenses and glasses.

It is directly linked to psychological behavior. For example, when we have long-term drug use we get a lot of the Internet. As with cellphones and social media, excessive use of social media can lead to the Internet participation and negative long-term health consequences. Phone junkies always seem busy, but for some reason, they are checking their phones every 10 minutes and constantly texting. In extreme cases of overuse of phones and social media, people feel anxious and upset when they are not using social media using cell phones and other sources. To overcome the overuse of the Internet, it is necessary to schedule other activities such as reading and studying. In an era of globalization, adults generally shape their personalities through online and offline lifestyles. This Z-generation is different from other generations. With the availability of the Internet, their lives have become complex and digital.

Studies have shown that adults overuse the Internet and this behavior leads to mental illness. Excessive use of the Internet can change your sleep, diet, and exercise habits. Stress, family quarrels, loneliness, and social distance are the causes of the Internet coercion.

As human beings, sensory abundance is all about relationships, communication is needed, and when a person lacks this abundance despite having friends and family around them, they are for entertainment or entertainment purposes. Look at social sites and the Internet. These people consider the Internet and social sites to be uplifting and use them to calm them down. This kind of behavior confuses their mental behavior as long as they are accustomed to spending more time on the Internet than their friends and family. The Internet addicts have certain emotional instability, such as sadness, loneliness, and the feeling that they have no friends. Girls are mostly attracted to movies and shows, while boys tend to prefer video games. Mobile communications have resulted in a significant increase in communications. When using headphones, the radio frequency is stronger than the base station frequency. These high-intensity frequencies can increase health problems such as headaches and migraines. Electromagnetic radiation damages reproductive organs and the nervous system.

The physical effects of absorbing mobile radiation include tachycardia, which can cause headaches, dizziness, shortness of breath, and palpitations. Certain eye disorders such as chest, nausea, insomnia, image distortion, poor reading, and cardiovascular disorders. When we use the Internet on our cell phones for long periods of time, we are subject to all of the health problems mentioned above. Cell phone radiation damages the brain's electrical activity in a way

that damage hair cell causing loss in adults and adolescents. Cell phones also have a thermal effect. Radiation converted to heat increases body temperature and interferes with the normal functioning of cells and their growth. It reduces the body's ability to remove excess heat and increases the potential for damage to the eyes.

The temperature of the inner ear rises and can cause health problems. Children are more vulnerable to cell phone radiation than adults because of their thin skin, skull, and brain. Exposure of the human body to radiofrequency has a disruptive effect, but unfortunately little is known about this effect. Prolonged use of cell phones to access the Internet can harm the nerves, brain, and other organs in the body. People are drawn to using the Internet at night, and a lack of sleep reduces energy during the day, which can lead to mood and behavior changes.

An unpleasant state of horror is created for people who overuse mobile devices. The pain associated with prolonged cell phone use is muscle pain, that is, pain in the neck, arms, and head. People using multiple mobile phones indicate that they are not focused on one task. Symptoms such as insomnia, memory loss, anxiety, irritability, neck pain, and headaches occur in people who overuse their mobile phones or the Internet. Failures associated with excessive use of mobile devices and the Internet depend on the frequency and duration of use. Keeping your device as far away from your head as possible to reduce call and the Internet connection times can help alleviate the above symptoms. There are many reasons for obsessive-compulsive the Internet use, including sleep efficiency, and physical activity is little or no common.

Other factors that indirectly create an addiction to the Internet can be online business, shopping, and online learning. In a recent study on forced the Internet use, young college graduates looking for work depend on the Internet for a variety of reasons, including social factors, lifestyle, relationships, financial status, and sexual morphology.

According to a study, people who spend their time at work aren't crazy about the Internet because they don't have time to visit social sites and spend time online. Forced use of the Internet has serious health consequences. There are no derivative policies on forced the internet use and health that could have a lasting impact on young people. Studies have shown that adolescents and adults use the Internet less often. The reason for the low rate of forced the Internet use among them may be the lack or absence of the Internet in their area of residence. Afrin et al. (2017) reported that women are at higher risk for the Internet addiction than men and that compulsive the Internet use by a single and divorced person is primarily associated with stress and depression. When they try to cope with depression, they try to mainly distract them from trigger points and start paying more attention to social sites for entertainment purposes. This type of behavior leads to coercion on the Internet. The mass media can have both positive and negative impacts for all reasons. It represents the mentality of those who convey all kinds of messages in the media.

Therefore, a very important task of the media is to disseminate true information at every opportunity for the media to explain the need for moral values and lessons to promote compassion in society. Akbar, M.W conducted a study and he reported that the United States was infiltrating a country's mass media with a national advantage. Muslims must be vigilant and ready to defend the country against intruders. Islamic values must always be protected and respected in all circumstances, and for this reason, the law must be introduced through mutual discussion between the ulama and communication teachers. Akbar, M.W., Raza, R.R., Nauman, W.D. Zai, N.A. (2013) The media claim to have a destructive and addictive effect on the public. Media has the capacity to hurt someone's personality without reacting to anyone, which is immoral and obliges the media to apply a code of ethics in all situations. The compelling approach of the media is to target the brains of the public, which ultimately influences their decision-making. The media directly controls the human brain, having a direct and significant influence on the human personality.

The use of social media goes far beyond its current role in shaping moral and cultural values. Young people did not know their true moral worth, so there was a clear shift when comparing the young people of that time with their parents. The overwhelming presence of social media has even changed our diets, with fast food becoming the hottest food among young people. In recent years, clothing has also changed from this time, and Western clothing is now more fashionable among women, reflecting the extent to which social media has influenced our culture. The women and men of this modern culture, with the divorce rate increasing day by day, are certainly traces of this social media, as our youth tend to be exposed to Western culture more. We find that the insufficiency of social media has led to a high incidence of rape and suicide due to mental illness and violence in society. We are increasing it. It is their innocence that even children fall victim to this false culture and make them special. Watching fake videos shapes their minds according to Western culture, and their the Internet habits are permanent and forever absorbed by social media. The sad consequence of the abuse of social media is that our society loses its core value

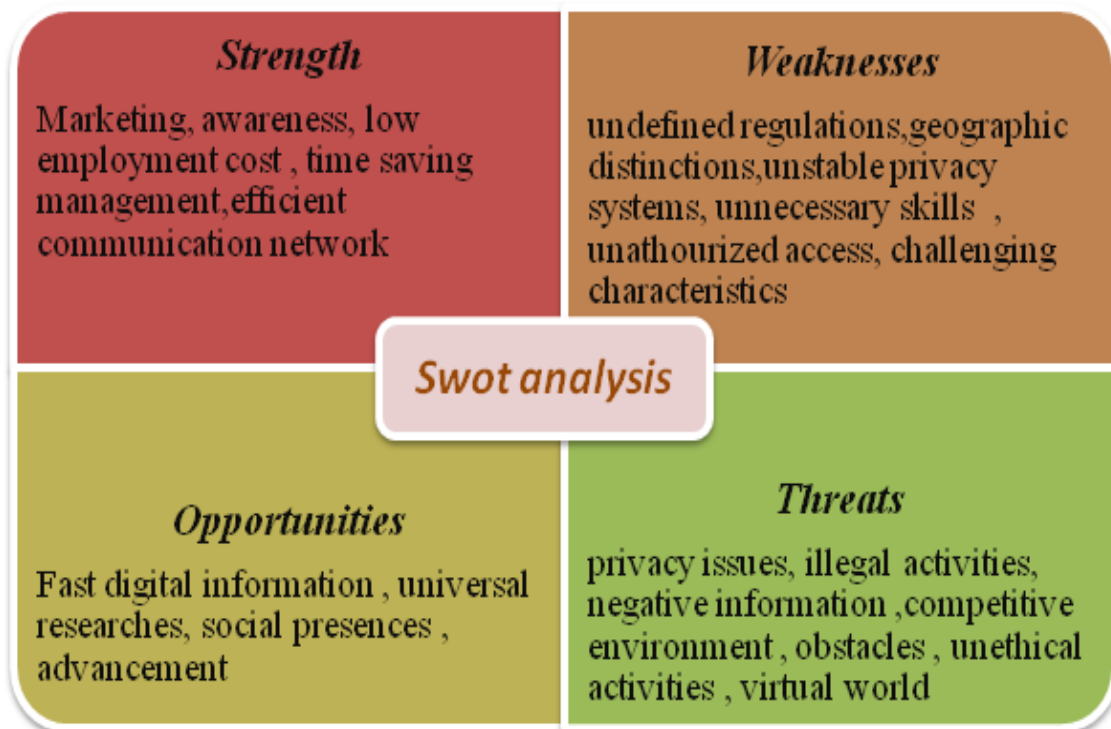
Chapter 3

SWOT Analysis

3.1 Background

A SWOT analysis is often performed to educate the strengths, weaknesses, opportunities, and threats of a particular project and ensure the best decisions. As our research topic focuses primarily on social media, we will perform a SWOT analysis for further clarification. To understand if social media can help with organized models. SWOT analysis has been used in many types of strategic and operational decisions [21], [22].

Figure 3.1: SWOT - an overview



- Strength: The strength of an object is one or more of the key characteristics that underlie its existence.
- Weakness: An object's weaknesses are the major flaws or weaknesses that undermine its existence.
- Opportunity: An object opportunity refers to the potential for future outcomes of the topic.
- Threat: Threats to an object are current and future threats to that object.

3.2 Strengths

Social media is a great invention in human life. Technology has made trading much easier. It's also worth considering that the strengths of social media are gaining a foothold in overcoming the social media dilemma as a whole. Some of the social network strengths gathered from this survey are listed below.

Edge of Communication

One of the biggest advantages of this is that the Internet has created a strong communication network between different communities across the world. Share photos, videos, emails, calls, and messages in seconds.

Ease of Information Transferring

Social networks are the most convenient way to transfer information. The Internet is now everywhere in our offices, schools, and homes.

Ease of doing businesses

Social media plays an important role in the marketing of all types of businesses. People are now more aware of everything. The Internet has also provided jobs for many young people.

Reduced complexity

Even complex tasks can be completed in a short amount of time. It comes with the essence of efficiency, no matter where you live or how complex you want to do the job. Now people can easily help solve their problems with the Internet services in a minimum of time. In addition, it has opened a platform for performing diverse tasks.

Keeping people connected

The main advantage of the Internet is that you can stay in touch with your loved ones. People can stay up to date and use social media for entertainment purposes.

Awareness spread

It allowed us to become aware of what is happening in the world. In the business world, social media has proven to be the most powerful advertising tool. Today, all businesses are experiencing viral success by implementing social media strategies. Using these means, companies acquire notoriety and get viral among their customers. In addition, this vast network of contacts is also useful for international business. In addition, students can further their education and obtain data via the Internet to help them effectively build their careers.

3.3 Weaknesses

Social networks have a long list of weaknesses. But the unfortunate factor that we found in this study is that our young Pakistanis are doing more harm than good via the Internet. Some selected weaknesses were mentioned. Unclear rules for using and accessing the Internet are at the root of many other problems.

Cybercrimes

To control forced the Internet use and cybercrime, you need to pass appropriate social media legislation. The confidentiality system is unstable due to the lack of proper regulation. The Internet is by no means a secure platform because it has no restrictions.

Data Privacy Issues

It is alarming that even personal data is not secure on the Internet. Young people waste a lot of time on unnecessary the Internet activities, which has long-term negative effects.

Cyber-bullying

Cyberbullying is also involved in activities that encourage people to make inappropriate comments on social networks that self-register and damage the image and reality of the Internet. Cybercrime is increasing day by day. Criminals are more likely to commit crimes on the Internet than on the street due to the lack of security in their social networks. Criminals have easy access to your personal and business information and can engage in unethical or illegal activities. Nobody knows who is behind it because there is no anti-status law for these activities. The Internet has a number of complex properties that give users rights about how to use the Internet.

Resultant Misc.Issues

Due to these problems, different levels of stress and health problems increase day by day. Laziness, loss of confidence, avoidance of face-to-face communication, lack of communication skills, allowing people to bully each other, and many other harmful inconveniences have been discovered. The Internet is criticized more than appreciated in Pakistan for its inadequate system and lack of security.

3.4 Opportunities

The Internet is the fastest way to transmit digital information anywhere in the world. The internet covers the hourly journey in seconds.

Cheapest and fastest medium

This is the cheapest and fastest way to connect with people around the world. When used properly, it opens the door to success. The Internet introduces many applications and tools for learning, sharing information and ideas while interacting with different people and communities.

Solution of many problems

The Internet has solved our many problems moreover the biggest opportunity it gives to youngsters that they can do universal research related to any topic by going nowhere. Research plays a very important role in bring innovations in our country.

Emerged as basic need

Today, if we are to compete with the world and prosper for our country, we must bring innovation that can only be achieved by using technology and doing research. It lets you easily find gaps and overcome weaknesses. The Internet makes data mining much easier and allows you to stay at home and perform a more comprehensive analysis of the competition. Most important is the cooperation and expertise between Internet users, who value their ability to access information through a variety of sources. The information dissemination feature of the Internet is useful not only for research but also for business and research. Students can also improve their academic performance using this service. Social existence is the key to successful learning. It can also refer to the concept of interaction between people and communities.

The more you interact with people, the more opportunities you have for a successful personality and career. Social presence provides a way for users to connect with real people in the universe, but only when they clarify their goals and interact with the organization for the purpose of reaching an effective goal. Furthermore, the Internet brings progress in life. The world is growing by the day, with the latest technologies requiring advancements. If you want a successful lifestyle, social media is a great opportunity to advance in every transaction of your life to compete with the world.

3.5 Threats

As explained in the Weaknesses section, there are no restrictions on information security when using the Internet. Attacks, extortion, and cybercrime are becoming very common and pose a major threat to the Internet. Privacy issues exist and should not be violated.

Illegal activities

Persons engaged knowingly and involuntarily in illegal activities. Various websites on the next screen are associated with the original user ID and steal data without warning. As a result, cyber abuse, cybercriminals, malicious apps, phishing, and ransomware can be the worst.

Hate attacks

Phishing is the fraudulent practice of sending text messages or emails from a reputable company to discover sensitive information about illegal activity. On the other hand, ransomware is software designed to block access to your computer until paid. Many other illegal terms and activities have been discussed in previous studies. Social media is the fastest way to communicate right now, so when people learn about it in minutes, it's everywhere. False news can quickly spread rumors and complicate matters further. News can be uploaded to any website without permission. Furthermore, there is a globally competitive environment. People are more interested in competition than cooperation.

Virtualization causing disassociation

The virtual world created by the Internet is not just about our health, but also about our perceptual attitudes and behaviors. Due to the lack of security, it is easy for us to carry out unethical activities on social networks, which can influence our behavior and also affect our country's diplomatic relations. Uploading inappropriate content can lead network users to trust the social network and not be sure that the sensitive information they share is safe. Children who watch unethical articles and videos are a threat to our country. Young people are increasingly involved in the dissemination of unnecessary and unethical data, damaging our reputation and negatively impacting personal well-being. These types of problems increase the rate of depression and anxiety in people. The virtual world of the Internet has brought people to live in the imagination. There are many ideas, but the lack of resources is also a threat. It is also difficult to build a community on a social network and maintain its reputation.

Chapter 4

Data Collection and Results

4.1 Methodology

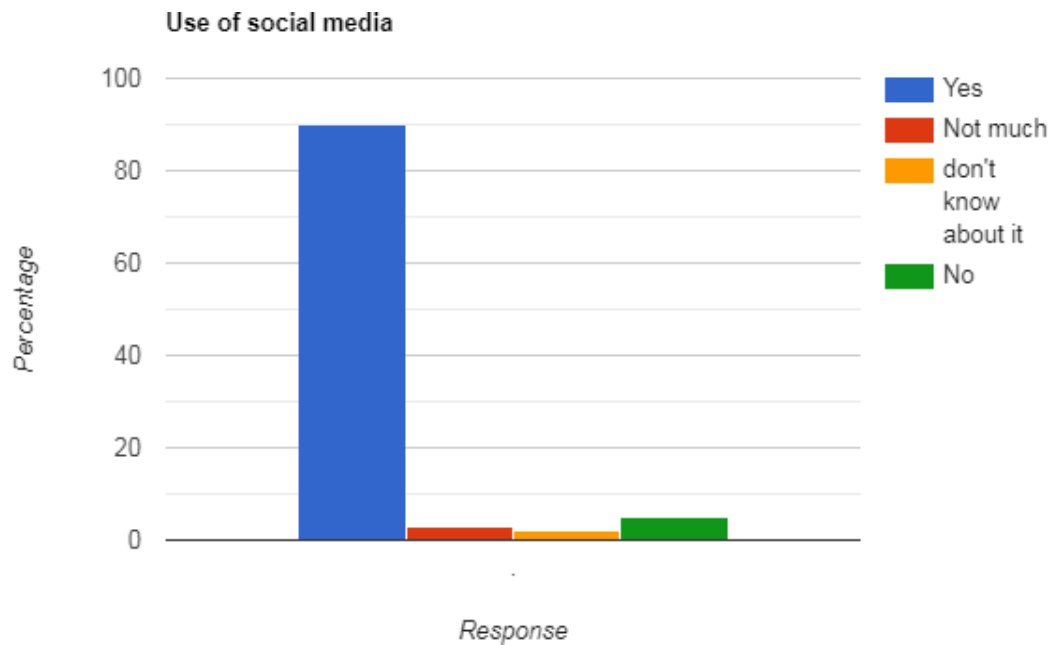
The study is qualitative in nature and based on the analysis done in past literature to some extent. This methodology has applied throughout this study to find out significant results about social dilemma of Pakistan with respect to problematic use of the Internet. Data has been collected from different universities in Pakistan as follows.

- Bahauddin Zakariya University, Multan 60000 Punjab Pakistan.
- University of Education, Lahore 44000 Punjab Pakistan
- University of Karachi, Karachi 74600, Sindh Pakistan
- University of Sindh, Pakistan

For data collection a google form is used, 50 students from each university have been selected to fill the form that was distributed online. All the data collected was analyzed and different graphs were developed to summarize the results of this research. Each graph is discussed in a concise way below.

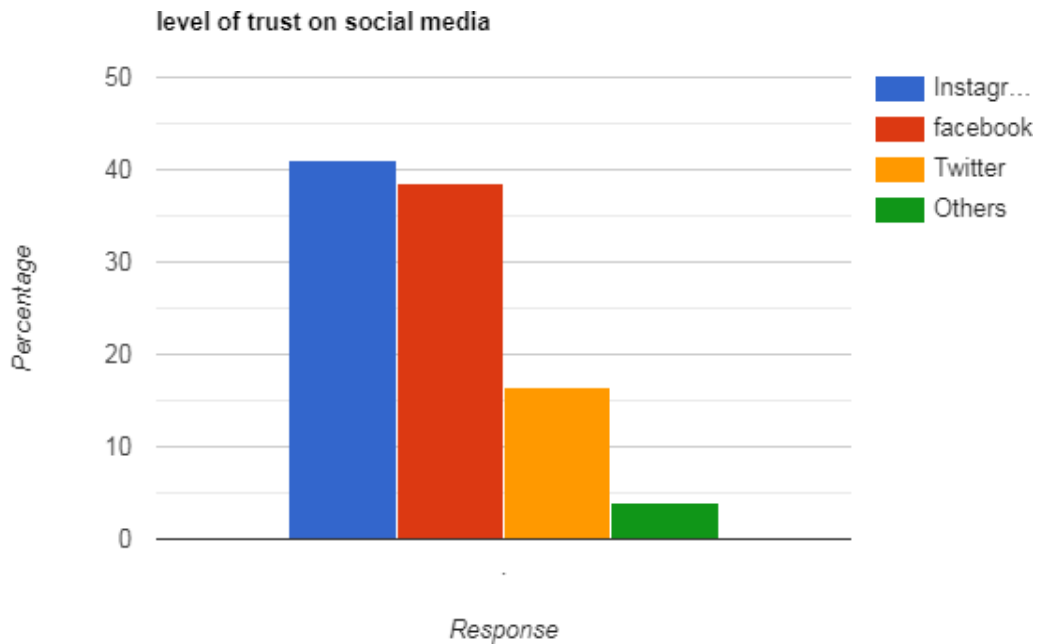
4.2 Results

Figure 4.1: Use of Social Media



Graph 4.1 is derived from the survey to define the ratio of social media usage in Pakistan. The rate of social media usage in Pakistan according to representatives is 70 percent and the rest of the 30 percent are not using the Internet and most probably are in the category of old age. As the usage of the Internet is more in our youth comparative to old age. A number of researchers show that the percentage of social media users is increasing with the growing technology and most of the users belong to young age.

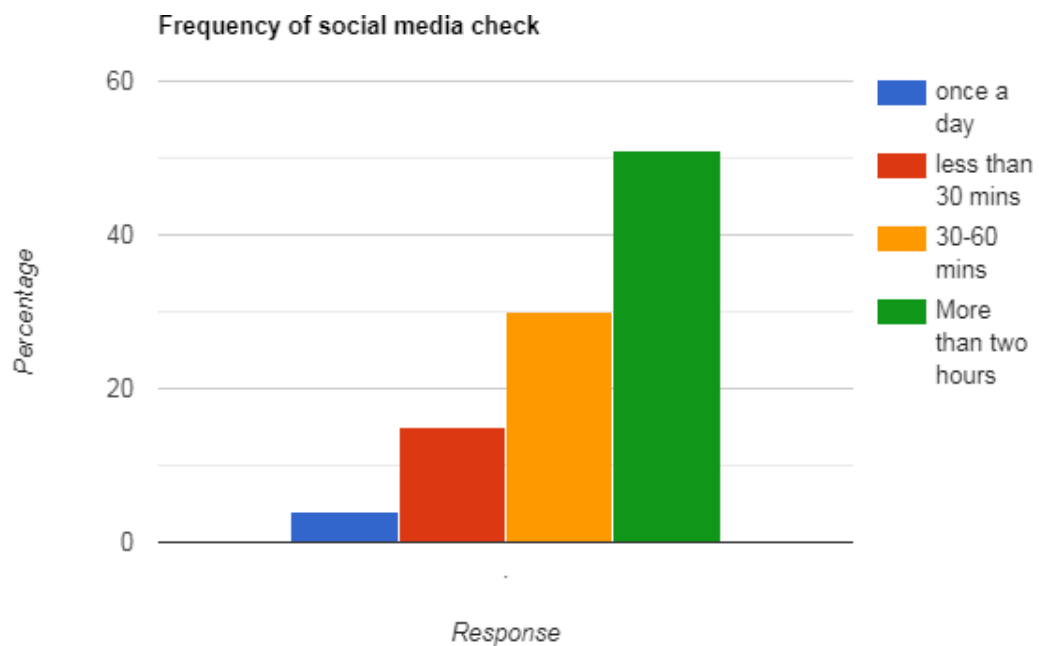
Figure 4.2: Level of trust on Social Media



According to 4.2 People are more likely to get emotionally attached to social media by showing high levels of trust. This graph is basically drawn to show the trusted sources of news. People rely on news from Instagram 15.9 percent, Facebook 29 percent, Twitter 33.3 percent, and others 21.7 percent.

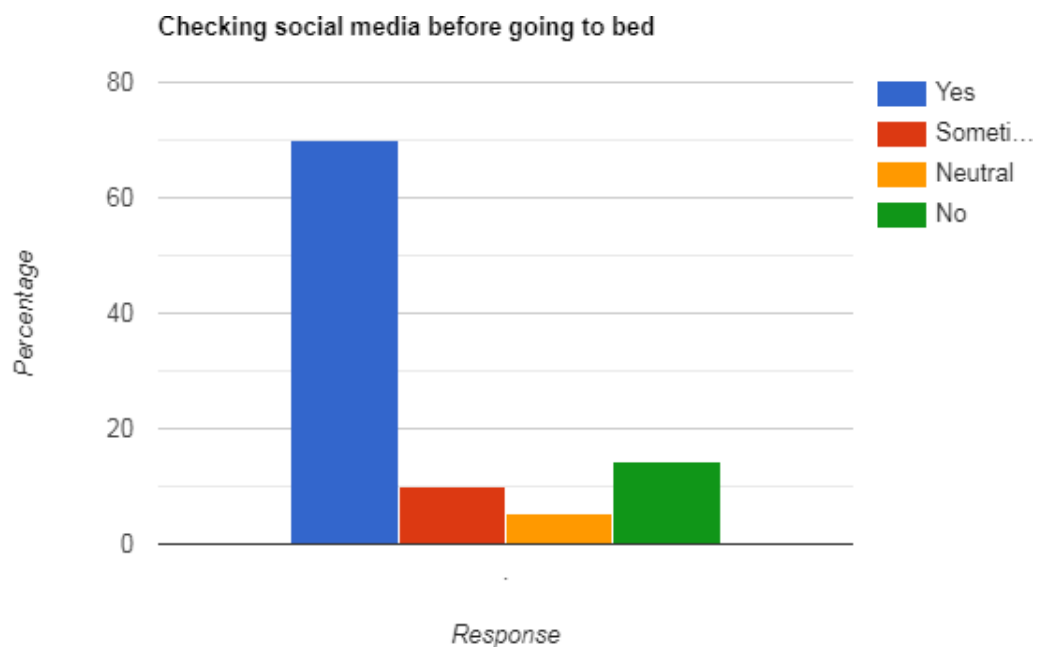
Compulsive use of the Internet is increasing day by day. The main focus of this thesis was to identify the reasons, the consequences, as well as to examine the situation that how much we are now relying on social media and have no time limit for using it.

Figure 4.3: Frequency of Social Media check



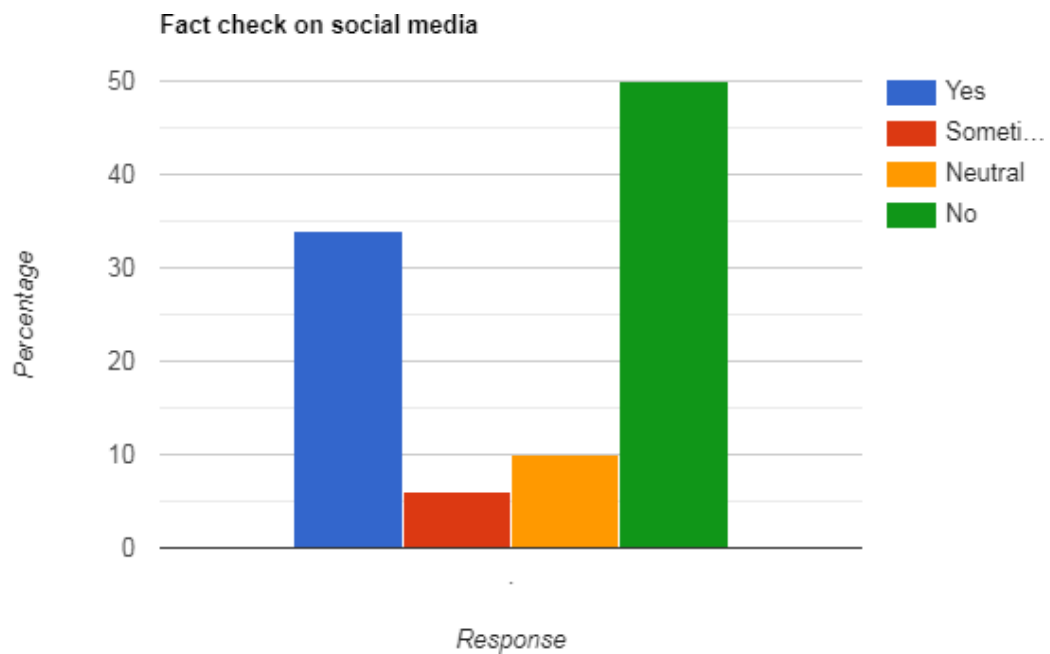
Graph 4.3 drawn from the results shows the ratio of visiting social media per day. According to the representatives' 17.1 percent uses social media for 30-60 min per day, 29 percent of the target audience agreed to visit social media less than 30 minutes and 70 percent of the majority use social media more than 02 hours. Most of the youth uses social media before going to sleep and before getting up from bed.

Figure 4.4: Checking Social Media before going to bed



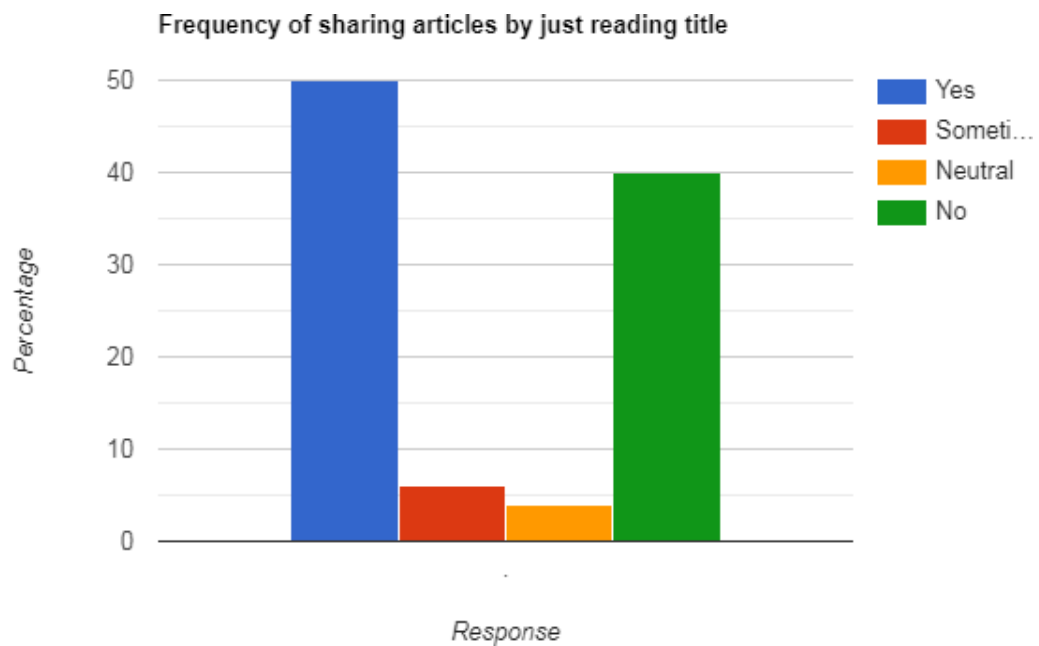
According to graph 4.4 derived from the research shows that 72.1 percent of the representatives agreed that they check social media before going to sleep and 27.9 percent had disagreed. Growing technology has increased our level of dependency on social media. Users can get information related to any aspect of the Internet.

Figure 4.5: Fact checking on Social Media



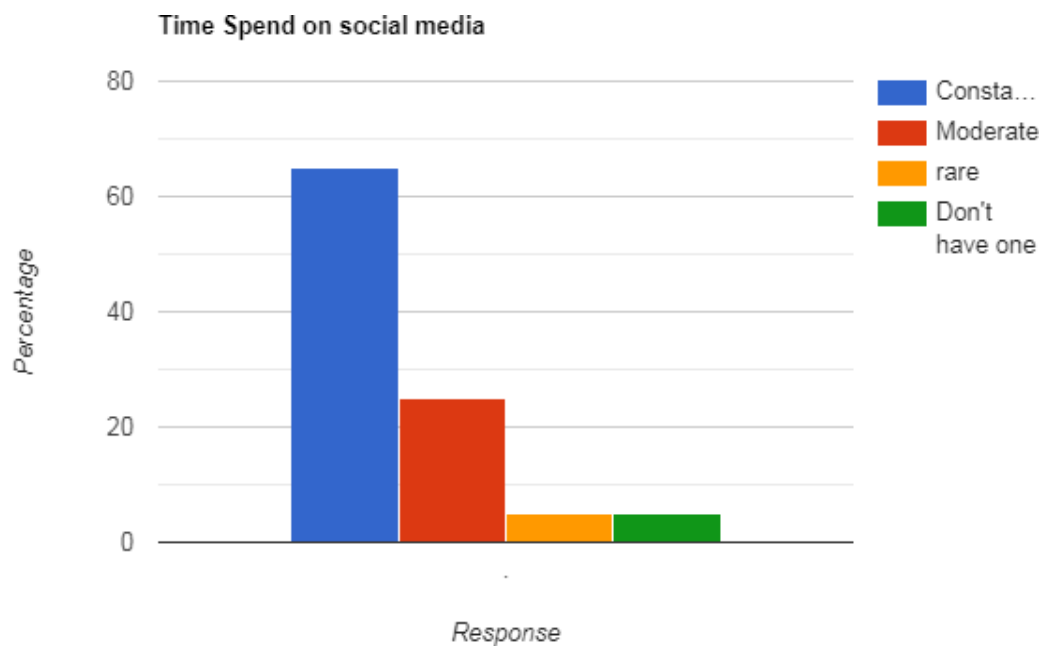
Graph 4.5 is drawn by examining the ratio of fact-checking every online thing 55.7 percent of the targeted audience were considering that they do check via the Internet or about it. While 44.3 percent of the students were neglecting the concept. Sharing of ideas and information is so common on social media that without- out any authentication some of the users share the content without even reading it.

Figure 4.6: Frequency of sharing articles bu just Reading title



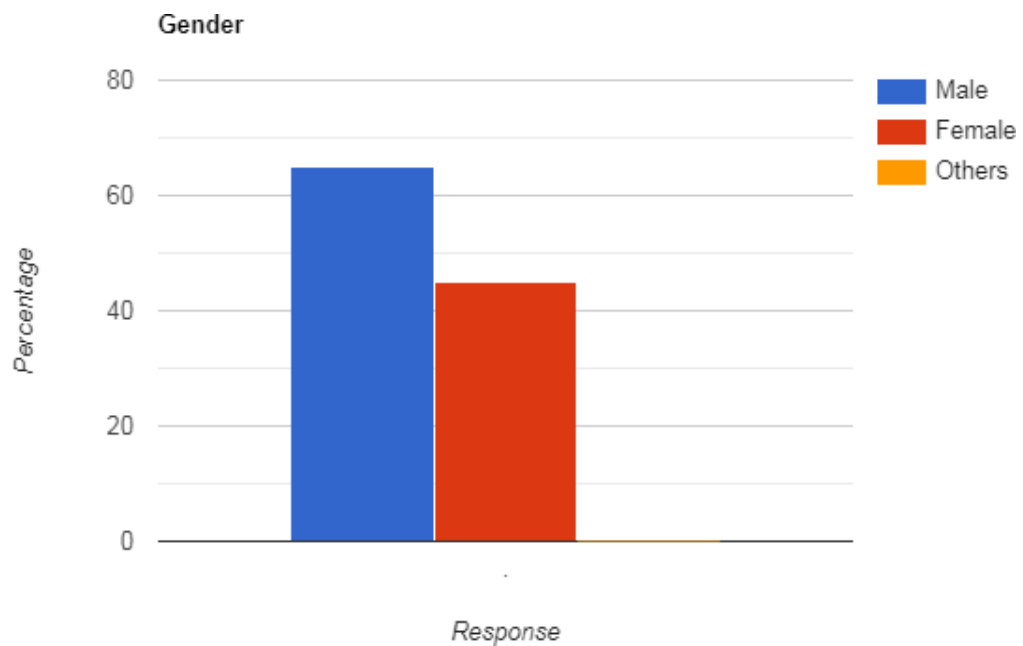
Graph 4.6 shows that 64.3 percent of students had agreed that they do share articles by just reading the title and 35.7 percent were conscious about the content they are going to share which should not be unnecessary. Psychological impacts are been studied in this research in a detailed view.

Figure 4.7: Time spending on Social Media



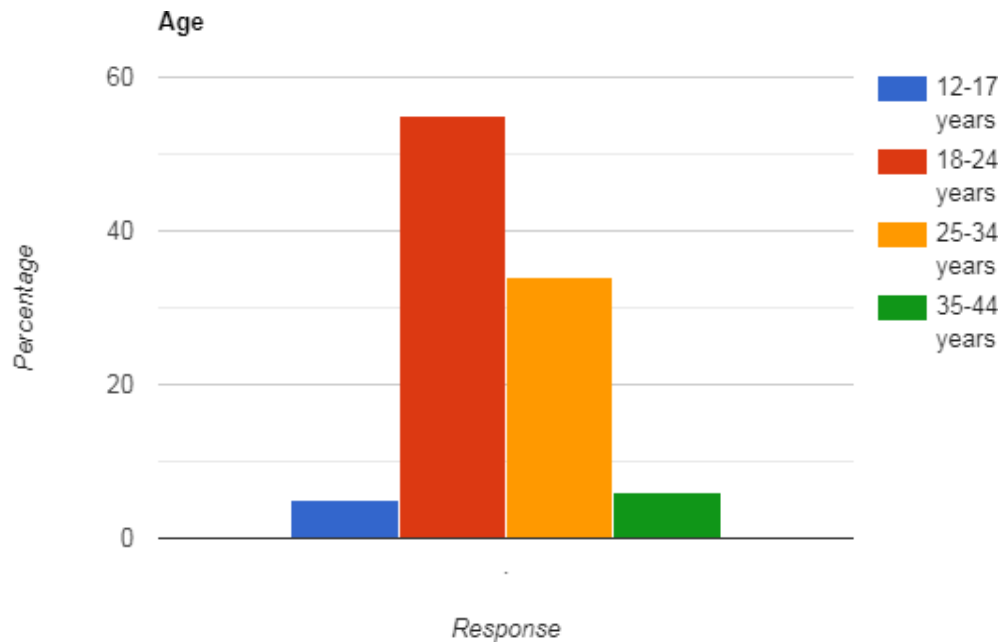
In 4.7, the graph is derived to show that how many of the students were considering that social media does impact their psychology. The results show that 74.3 percent had agreed, 15.7 percent were not sure or might have not observed it, rest of the 10 percent does not agree that social platforms do have psychological impacts. As people are getting addicted to social media like to share more on the Internet. Some of the users also share their personal information on social media to create temporary relationships.

Figure 4.8: Gender-wise usage of Social Media



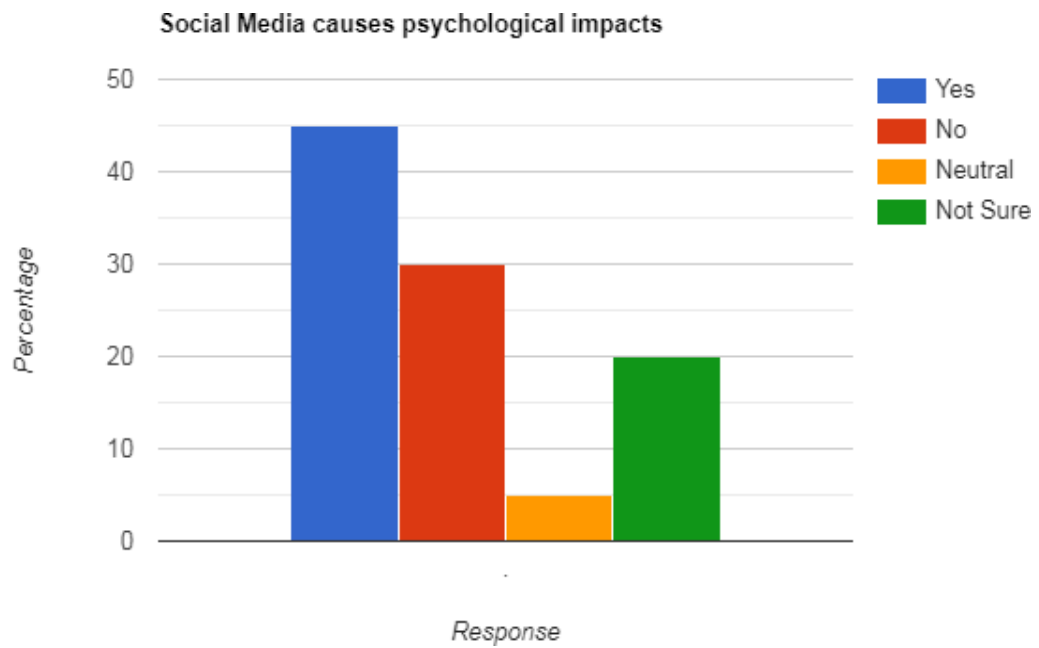
Graph 4.8 shows that to what extent do youngsters like to share their personal information on social media. 32.4 percent share only certain things, 10.3 percent do share all, 8.3 percent share everything, and 48.5 percent are interested in sharing a little. The compulsive use of the Internet is controlling the psychology of youngsters. In this study, we have also tried to observe what will be the behavior of users if social media is not assessable for a long time.

Figure 4.9: Age-wise usage of Social Media



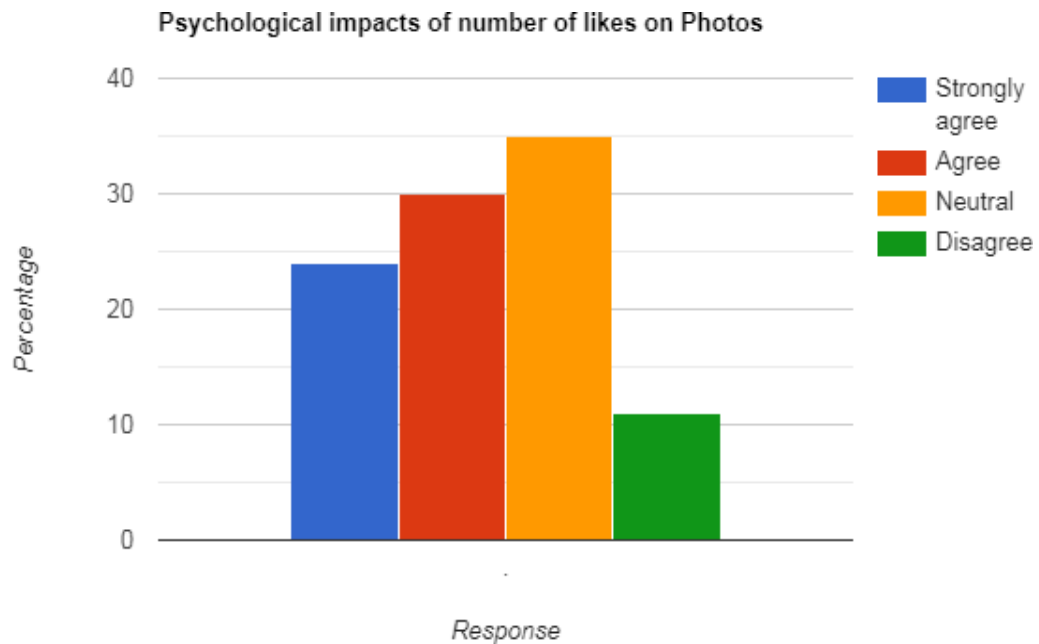
According to 4.9, 50.7 percent of students were showing the attitude that even if social media is missing it is not a big deal, 30.4 percent of students feel highly anxious and depressed without social media and 18.8 percent of the students were not affected by its absence. Social media has different impacts on people's well-being in different ways. Each possible aspect affected by social media has been covered in this study.

Figure 4.10: Social media causes psychological impacts



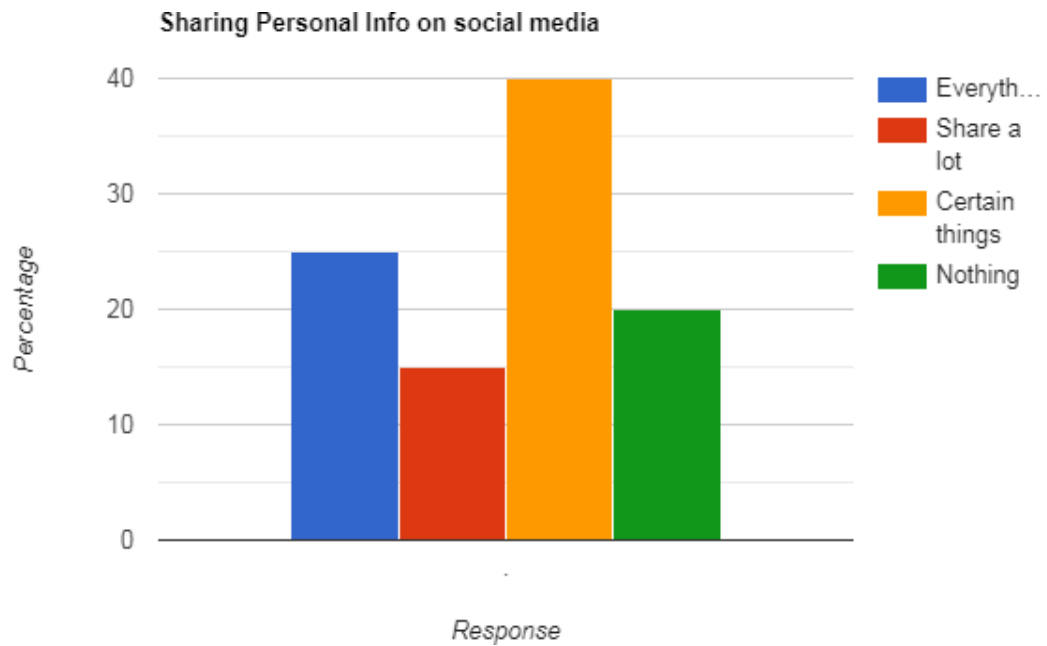
Graph 4.10 shows the ratio to find how much of the users agreed that the Internet has impacts on their wellbeing. 50.8 percent of the students were not sure about the impacts on their wellbeing, 27.4 percent had highly agreed that social media impacts remaining 21.8 percent of students had agreed that social media has no effect in any way.

Figure 4.11: Psychological impacts of number of likes on Photos



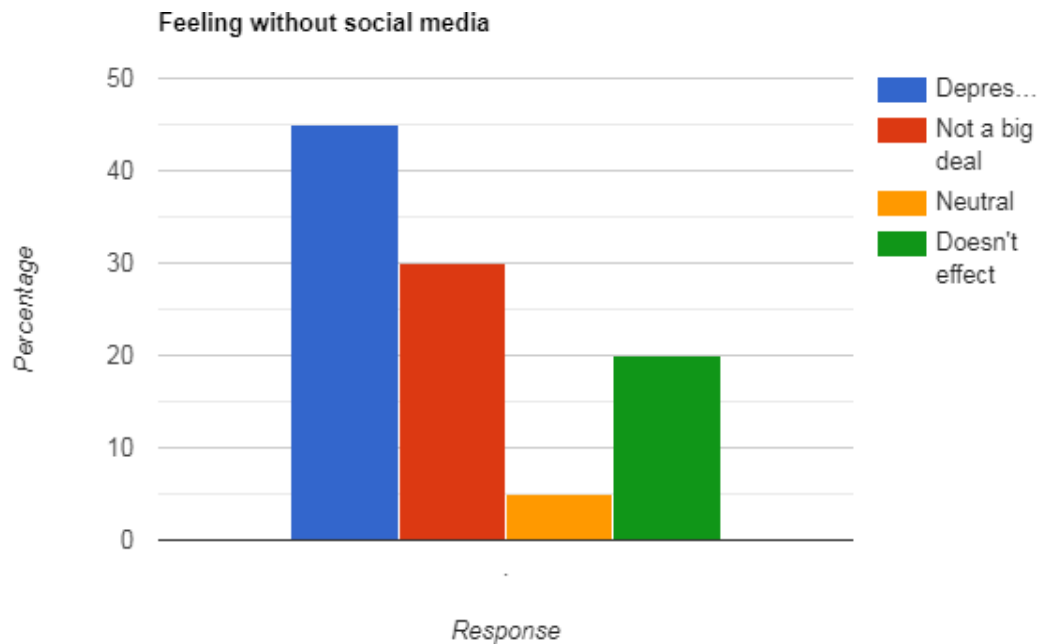
This graph 4.11 shows that to know about a lot of news from social media as they spend a major period of time on the Internet rather than interacting with each other. People use various apps on the Internet now and get different news. According to this study, 65 percent rely upon the news of social media, 15 percent believe the news and 15 percent don't believe it and 10 percent do inquire about the news.

Figure 4.12: Sharing personal information on Social Media



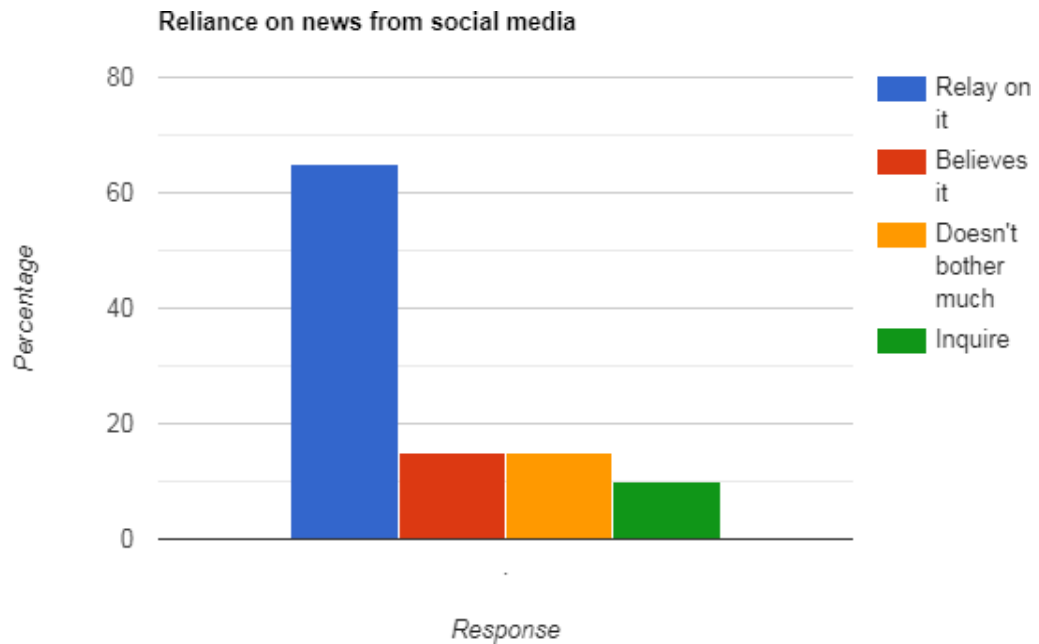
The results in figure 4.12, 33 percent of the students agree that they eagerly use the Internet for productive purposes while 30 percent of the students showed a neutral response, and 30 percent of the students were not interested either way. The other factor gaining the spotlight in educational concern factors is that is the Internet is helpful in doing research and building an educational career.

Figure 4.13: Feeling without Social Media



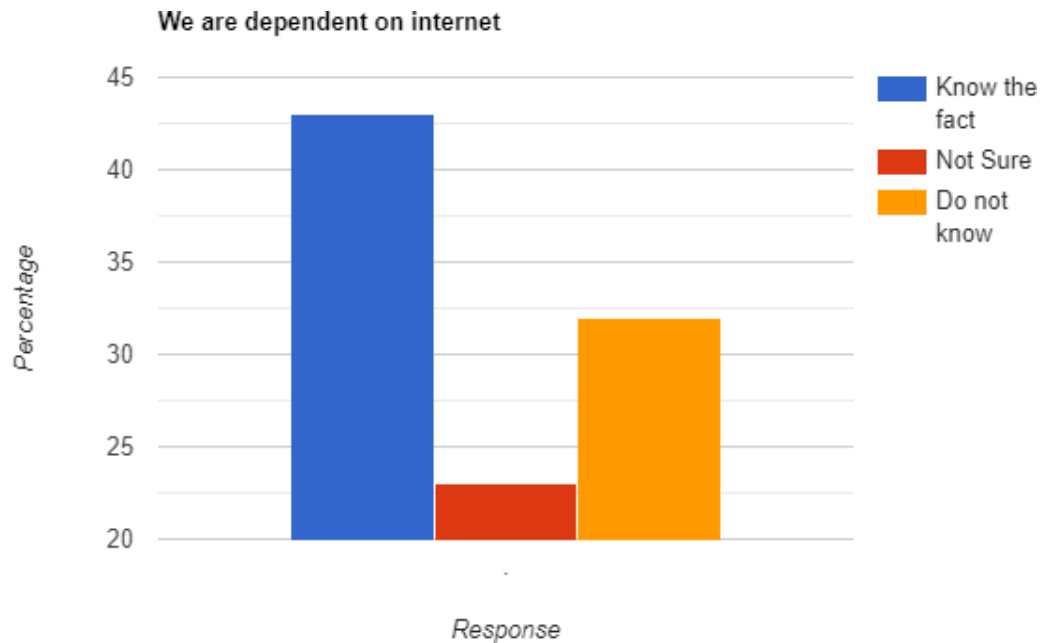
A number of sites are there that give (In figure 4.13) a lot of information about various topics. The Internet is such a wide network that you can search for any type of topic on google and other apps and hundreds of statements will come to your screen and user can gather the information they want but the limitations are there, due to lack of security policies it can be possible that the information you are getting from the Internet might be false. So, 28 percent of students strongly agree while 30 percent had agreed on the statement.22 percent of students had not agreed and 30 percent showed a neutral response.

Figure 4.14: Reliance on news from Social Media



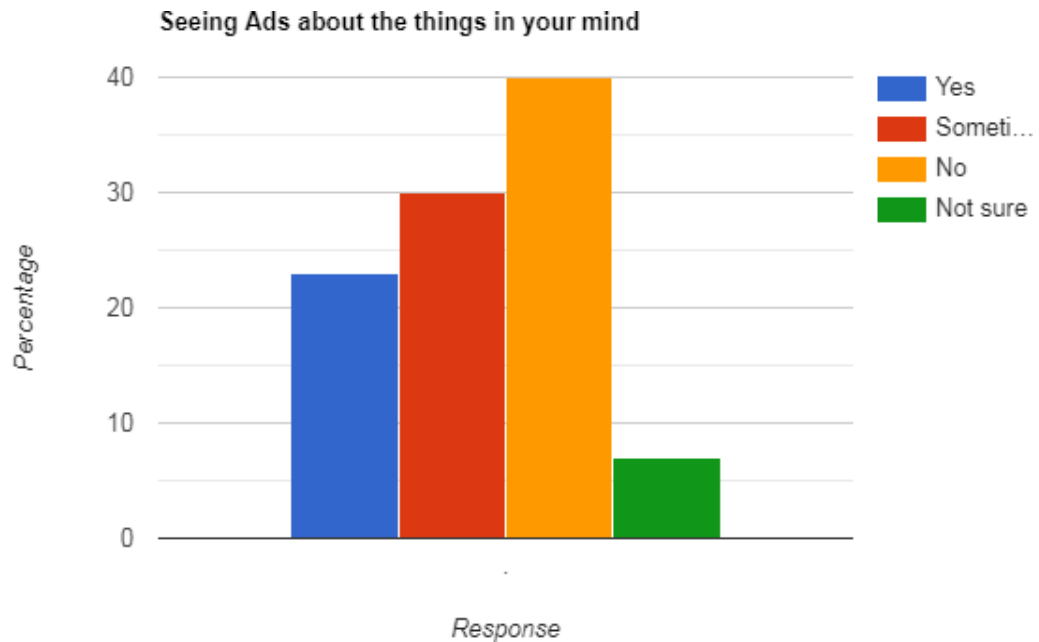
This graph show the results about (in figure 4.14) how many of users are comfortable to share their personal information on the Internet.50 percent of students agreed that they are not much comfortable to share their personal aspects on social media , 20 percent were moderate in nature while 20 percent of students agreed that they are comfortable with it.

Figure 4.15: Last thing is Social Media; you do before sleep



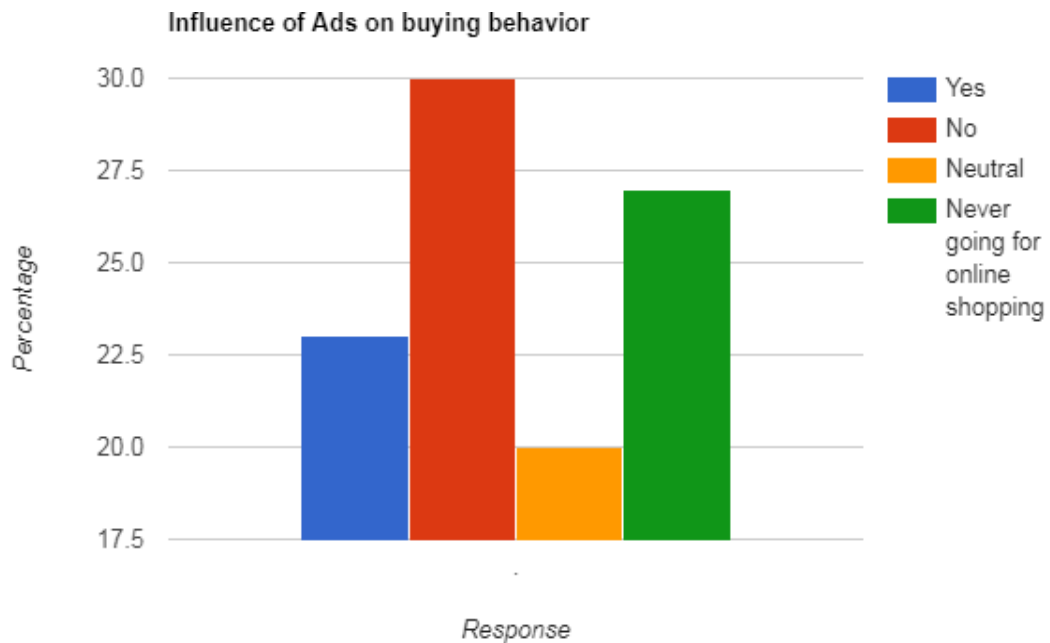
This graph shows that how much the students think that excessive use of social media has an impact on their real-life relationships, 23 percentage of the audience had agreed with the fact that social media has affected their relationships and 25 percent of the respondent were neutral about the factor while 42 percent had disagreed that they are facing this problem.

Figure 4.16: Seeing Ads about things in your mind



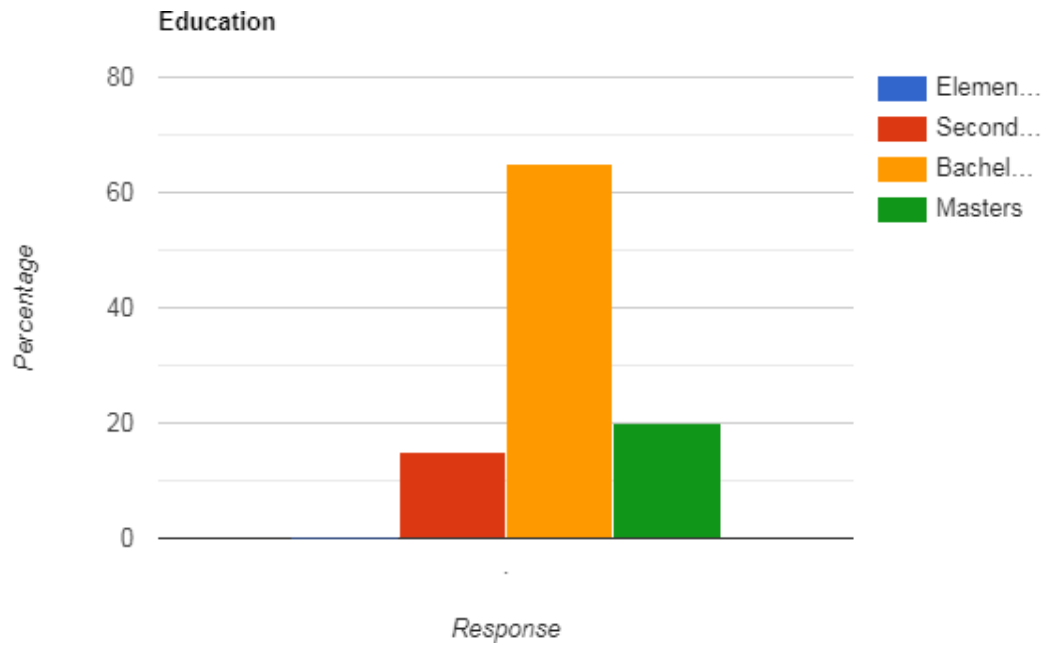
According to figure 4.16, most people come to know about new products through social media and a majority of them develop a positive or negative perception of the product. This graph shows that how many of the respondents think that they develop a positive or negative perception about the product they see advertising on the Internet. Almost 40 percent of the audience had agreed that seeing ads on social media tends to make them develop a perception about that product while 30 percent of the respondents think that they are not affected by seeing the commercial and 20 percent showed neutral behavior.

Figure 4.17: Influence of Ads on buying behavior



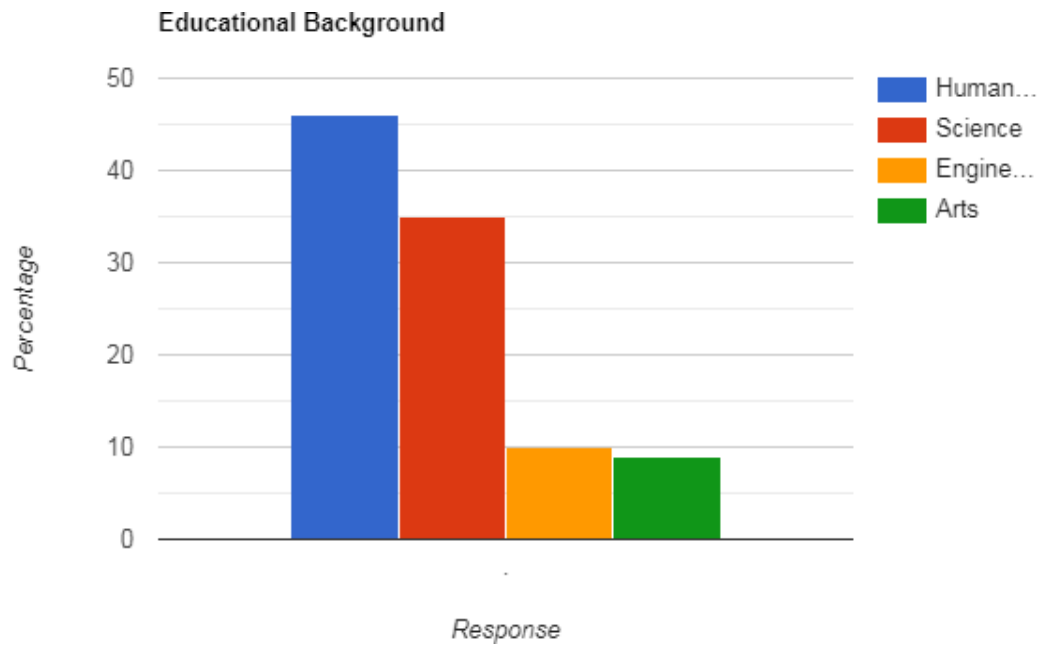
The result shows that 35 percent of respondents think that they develop the intention to buy that specific product as they get influenced by the ads. While 35 percent of the students think that their buying behavior does not change or they do not switch to the other product. 30 percent of the students showed neutral behavior.

Figure 4.18: Education-wise Social Media usage



According to figure 4.18, 50 percent of the respondents agree that social media has affected the culture a lot while 6 percent were neutral about the idea and 27 percent of the students do not think that their cultural values are affected by social media.

Figure 4.19: Educational background of the Internet users



According to figure 4.18, 50 percent of the respondents agree that social media has affected the culture a lot while 6 percent were neutral about the idea and 27 percent of the students do not think that their cultural values are affected by social media.

Figure 4.20: the Internet as resource for research or career-building

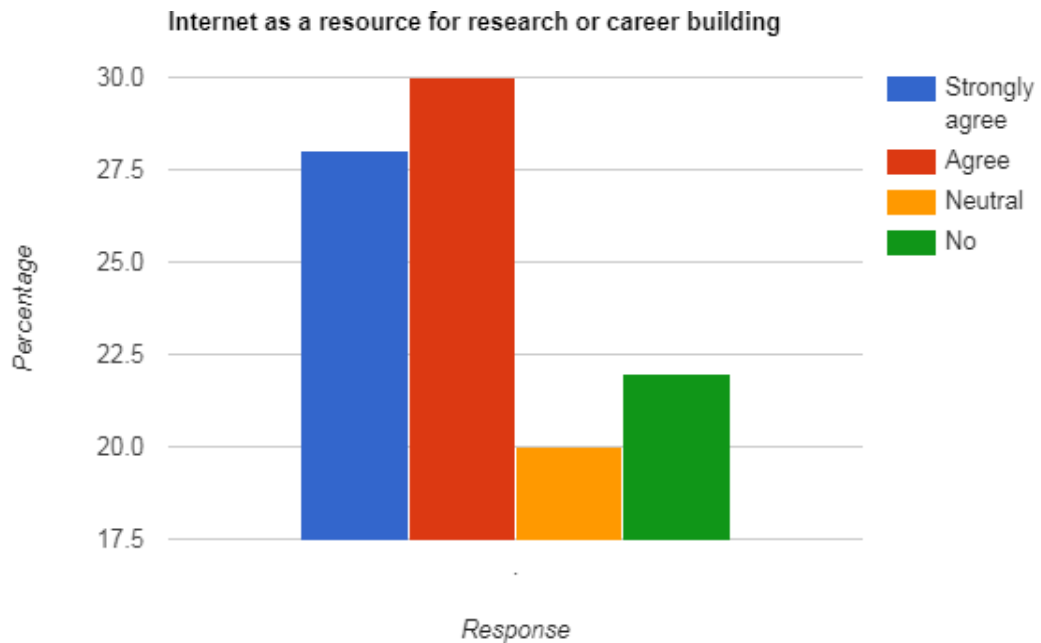


Figure 4.20 is drawn from the study to show that how many of the persons are facing migraines or other brain disorders due to excessive use of the Internet. The result shows that 40 percent of the users had agreed that brain disorders can be caused due to the Internet while 50 percent had disagreed. 7 percent showed a neutral response.

Figure 4.21: Depression due to excessive involvement in Social Media

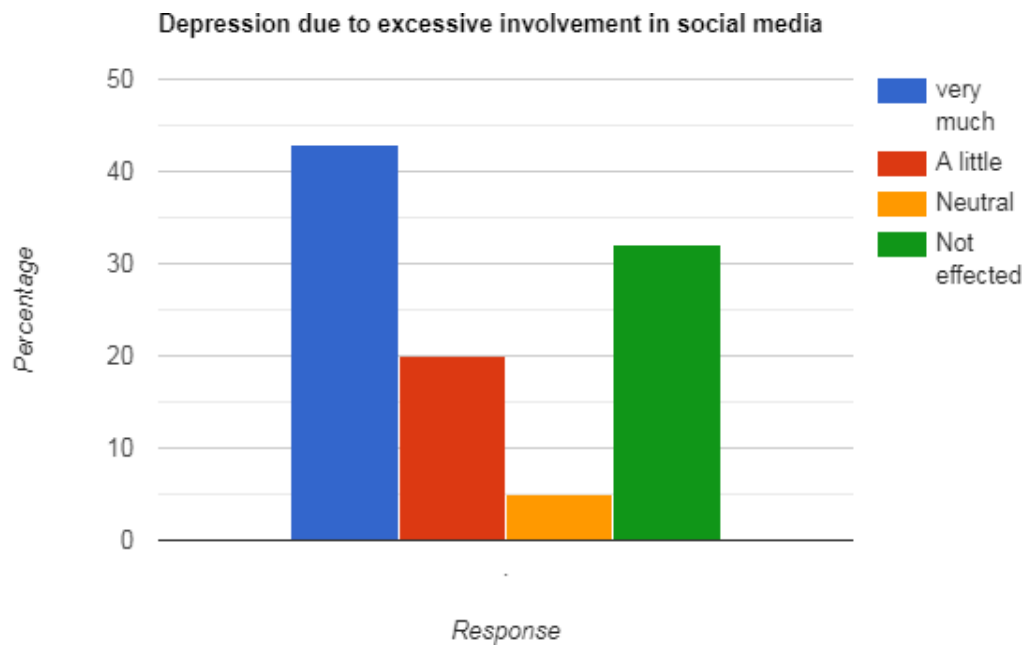


Figure 4.21 drawn from the results shows that 27 percent of the respondents had strongly agreed that excessive use of the Internet can also affect the hormonal changes in the human body while 20 percent of the audience had agreed in response and 15 percent of the respondents were neutral and 38 percent had disagreed that humans can face this type of problem too due to excessive social media.

Chapter 5

Conclusion

The Internet has emerged as one of the most influential invention of the world. Similarly, the over usability of the Internet is very harmful in various aspects. The risk gets doubled when the compulsive use of the Internet prevails in a society or a country where people are not well aware of its usage. For example, Pakistan; a developing country has the social dilemma; that its nation is that they overuse the Internet which turns the life more difficult and prone to various issues. It comes under problematic the Internet usage.

The thesis aimed to conduct an investigating study to explore the various problematic the Internet usages. We made a questionnaire of students that have compulsive use of the Internet and have classified their problems into to subcategories like psychological educational social and medical issues. We have performed a SWOT analysis over the responses collected through the sampling of the data. It is concluded that the youth of Pakistan is facing serious issues of excessive use of the Internet as a social dilemma. In future, we to devise the Internet strategy for the Internet provision plan for the Government of Pakistan so that they can make resource full usage of the Internet for the nation

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