

## A STUDY OF SOCIAL MEDIA EFFECT ON MODERN SOCIETY



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### ABSTRACT

People utilise online platforms known as social media to develop social networks or social links with other individuals who have similar personal or professional interests, hobbies, backgrounds, or connections in the real world. There is a noticeable and considerable effect that social networks have on young people. It is becoming more and more obvious that social networks have integrated themselves into people's everyday lives. A significant number of adolescents are checking the Tweets and status updates posted by their friends and family members on their personal computers, tablet computers, and smart phones. People are put under a lot of pressure to adopt alternative lifestyles as a direct result of the growth of technology. The use of social networking sites may help young people become more competent of interacting with others in a social setting. The term "social media" refers to a mode of online data transmission. Users of social media platforms are able to engage in discussion with one another, exchange information, and produce material for the web. The term "social media" may refer to a variety of different things, including weblogs, microblogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, and even virtual worlds. There are billions of individuals all over the globe who use social media to communicate with one another and exchange knowledge. [2] On a

personal level, social media platforms make it possible for us to contact with our friends and family, learn about new topics, cultivate our hobbies, and have fun doing all of these things. On a more professional level, we may make use of social media to increase or widen the scope of our knowledge in a certain sector, and we can also use it to create our professional network by interacting with other professionals working in our business. At the level of the company, social media gives us the ability to engage in dialogue with our target audience, collect feedback from customers, and build your brand.

**KEYWORDS:** Social, Media, Modern, Society

## **INTRODUCTION**

The concept of social media is ground-breaking because it combines an outstanding prospect with a significant amount of room for further development. Because of the rapid development of social media, an increasing number of businesses are drawing on the capabilities of this platform to enhance their procedures. We are able to improve the effectiveness of our communication and advertising efforts by using social networking. People may receive their daily dosage of news without having to depend on the media or TV anymore since they can get it all through social networking sites. People in any part of the globe may keep track of or get information from any other part of the world. The introduction to the paper can be found in Section I, and the literature review and research methodology that was utilised can be found in Section II. Section III of the paper consists of a variety of popular sites that fall under the category of social media, and Section IV of the paper discusses the impact of social media on medical and health care, Section V of the paper discusses the impact of social media on businesses, Section VI of the paper discusses the impact of social media on education, Section VII of the paper discusses the impact of social media

## **BENEFITS OF USING SOCIAL MEDIA**

The use of social media by adolescents may be beneficial in many ways. A discussion of some of them may be found below.

## **SOCIALIZATION AND COMMUNICATION**

Teens are able to do many of the activities that are essential to them offline, such as maintaining connected with friends and family, making new acquaintances, sharing images, and exchanging

ideas, all via the use of social networking sites (Ito, 2008). Participation in social media can offer adolescents deeper benefits that extend into their view of self, community, and the world, including the following: Opportunities for community engagement through fundraising for charity and volunteering for local events, including political and philanthropic events; enhancement of individual and collective creativity through development and sharing of artistic and musical endeavours; growth of ideas from the creation and sharing of artistic and musical endeavours; (Boyd, 2007; Boyd, 2008).

#### **1.4 POPULAR SOCIAL MEDIA SITES:**

##### **Facebook**

Both in terms of the overall number of members and in terms of name recognition, this is the biggest social media network that can be found on the Internet. Facebook was founded on February 4, 2004, and in little over a decade, it has amassed more than 1.59 billion users on a monthly basis. Because of this, it is undeniably one of the most effective platforms for connecting individuals from all over the globe with your company. [3] More than one million micro, small, and medium-sized enterprises are likely to utilise the platform to market their companies.

##### **Twitter**

It's possible that we believe that limiting our posts to 140 characters is not an effective way to promote our company. However, we might be surprised to learn that this social media platform has more than 320 million active monthly users who can make use of the 140 character limit to pass on information. [3] Twitter provides businesses with the opportunity to engage with potential customers, provide answers to their queries, disseminate the most recent company news, and at the same time make use of targeted advertising with certain audiences. Twitter was established on March 21, 2006, and the city of San Francisco, in the state of California, is home to the company's headquarters.

##### **Instagram**

Instagram is a platform for visually-oriented internet networking. Facebook owns the website, which boasts a user base of over 400 million active users at any one time. A considerable percentage of its users make use of it to share information about travel, fashion, cuisine,

craftsmanship, and other topics of a similar kind. [2] Additionally, the platform is well-known for its exceptional channels, in addition to the video and photos editing features it offers. Roughly ninety-five percent of Instagram users also have a profile on Facebook.

### **Tumblr**

Tumblr is one of the platforms for informal communication that is among the most challenging to use, but it is also one of the most interesting places to visit. Because the platform enables a number of different post groupings, such as citation posts, chat posts, video and image posts, and even sound posts, the types of content that you are able to contribute are never limited. [4] Just like Twitter, reblogging, which is more analogous to tweeting in terms of functionality, is quick and easy to use. David Karp launched the long range informal communication site in February 2007, and as of right now, it has more than 200 million sites registered to it.

### **Flickr**

Flickr, formerly known as "Glnt," is an online platform that enables users to share photographs and videos. It was first established on February 10, 2004, by the then-Vancouver-based company Ludicorp, and was subsequently acquired by Yahoo in 2005. Customers often share and instal images, thus the stage has a good reputation among them. [5] The photo-sharing website Flickr had more than 112 million users and was popular in more than 63 countries. Every every day, millions of images are uploaded to and shared on Flickr.

### **Snapchat**

Reggie Brown, Evan Spiegel, and Bobby Murphy all attended Stanford University at the same time and developed Snapchat when they were students there. Snapchat is an image-messaging programme training product. [5] The programme was officially presented to the public in September 2011, and in a relatively short amount of time, they have been enormously successful in registering an average of 100 million per day dynamic customers as of May 2015. Snapchat is used by more than 18 percent of every social media customer.

### **WhatsApp**

WhatsApp Messenger is an instant messaging programme that works across several platforms, including mobile phones, personal computers, and tablet computers. This programme requires a connection to the internet in order for users to be able to transmit audio and video messages,

as well as photographs, texts, and documents to other users who also have this application installed on their devices. [5] WhatsApp Inc. was established in January of 2010 and was acquired by Facebook on February 19, 2004 for a total price of around \$19.3 billion. Today, more than one billion people utilise the service to communicate with their companions, friends, family members, and even customers. This includes both business and personal communications.

### **IMPACT OF SOCIAL MEDIA ON MEDICAL AND HEALTH**

The use of social media provides medical professionals with the resources necessary to disseminate information, encourage healthy habits, communicate with the general public, educate patients, students, and colleagues, and collaborate with other medical professionals. HCPs have the opportunity to utilise social media platforms to possibly enhance health outcomes, create professional networks, boost personal knowledge of news and discoveries, encourage patients, and offer the community with health information. In most cases, doctors will sign up for memberships on various online websites, where they will be able to peruse recent news articles, listen to interviews with prominent figures in the medical field, research recent developments in the field of medicine, discuss concerns regarding patients with other doctors, and network. They have the opportunity to investigate topics, address difficulties in practise management, exchange referrals, promote their practises, publish their findings, and become involved in health advocacy.

### **IMPACT OF SOCIAL MEDIA ON BUSINESS**

The new buzz industry in marketing is social media, which includes businesses, organisations, and brands that produce news, influence companions, to form connections, and make groups. Web-based social networking is used by businesses to improve an organization's performance in a variety of ways, such as to accomplish corporate goals and increase annual sales of the organisation. Web-based social networking provides the benefit of serving as a correspondence stage that enables two-way conversations between a corporation and its stock holders. The advancement of business may be accomplished via the use of several long-range informal communication destinations. [6] In the interest of drawing in the largest number of customers, the majority of businesses nowadays publicise their products and services by means of online networking in order to expand their customer base. By employing internet networking, customers are able to form personalised associations and partnerships with businesses on a

more granular level. The use of social media in business promotion is something that may be done by a number of different kinds of companies.

### **IMPACT OF SOCIAL MEDIA ON SOCIETY**

As is common knowledge among all of us, social media may have a significant influence on the society we live in. Some social media websites have altered the manner in which people communicate and interact with one another while using the internet. Individuals are afforded the opportunity to rekindle relationships with former friends, lovers, and partners when they use person-to-person communication destinations. Individuals have the opportunity to rekindle relationships with former friends, lovers, and partners when they communicate with one another via person-to-person communication destinations. [3] People are more likely to make new friends as a result of it, and they are more likely to exchange material, photographs, sounds, and recordings among themselves. In addition, social networking on the internet leads to changes in the way people live their lives.

### **POSITIVE EFFECT OF SOCIAL MEDIA ON SOCIETY**

Connectivity is the primary advantage of using social media, and it is also the benefit that comes first. People located everywhere in the world are able to communicate with one another. It makes no difference where they are or what religion they practise. The charm of social media lies in the fact that it enables users to connect with anybody and share their views and ideas with others. In the field of education, the use of social networking sites offers a variety of advantages to both students and instructors. Through the use of social media, one may easily get knowledge from the experiences of others who are knowledgeable and experienced professionals. One need just observe another person in order to gain information from them and advance in any area of interest. We are able to educate ourselves without having to pay for it, no matter where we are located or what our educational history is like.

### **FACTS AND FIGURES**

It was only 25 years ago that the World Wide Web was created, and it was only 10 years ago that Facebook was made available online. It is remarkable to observe how this change changed both our day-to-day lives and the way we behaved, especially when one considers the very small time span involved. How crucial is it to be able to connect to the internet using the appropriate equipment? What percentage of people in the globe possess a mobile phone that

supports 3G technology, and what is the global penetration rate? The following set of statistics provides an overview of significant facts and data pertaining to the international context of the internet. In 2013, there were approximately 2.7 billion individuals who used the internet, which is equivalent to 39% of the total population of the globe. Comparatively, just one third (31%) of people living in poor countries have access to the internet, while three quarters (77%) of those living in affluent countries have.

## **HISTORY OF SOCIAL MEDIA**

In order to have a proper understanding of social media, you need to do some research on its background first. The Internet started off as a massive bulletin board system (BBS), which allowed users to interact with one another and exchange information, software, and messages. Today, the Internet is a decentralised network that connects computers all over the world (Kaplan & Haenlein, 2010). Tom Truscott and Jim Ellis, who were both graduate students at Duke University in 1979, worked together on the creation of the notion of networked communication using computers for the purpose of information exchange. This concept was first proposed by Truscott and Ellis in 1979. This idea was put into practise in 1980 (Kaplan and Haenlein, 2010), and the following year, the world saw the birth of "Usenet," which is regarded to be the first major attempt at social networking. There were a large number of different discussion groups that were held, and the topics that were discussed were from a variety of sectors, including the humanities, the sciences, business, politics, and other areas, in addition to technology. On these websites, the public forums for debate and discussion are referred to as "newsgroups," and that is the term that was given to them (Goldsborough, 2005). By the year 1992, the Internet had already solidified its position as one of the most extensively utilised networking platforms, linking academics and researchers as a result.

## **CONCEPT OF SOCIAL MEDIA**

Numerous academics have, through the course of time and effort, been successful in distinctively defining and explaining the concept of social media. This accomplishment has been achieved via a combination of time and work. Throughout the whole process of defining and refining the word "social media," the phrases "social networking site" and "social media" have been used interchangeably with one another. In a manner not dissimilar to the previous example, the word will be used interchangeably throughout the rest of this section. When defining social media, Kaplan and Haenlein (2010) provided a comprehensive definition of

social media that took into consideration Web 2.0 as well as user-generated content. Their definition states that social media is a set of internet-based applications that are constructed on the conceptual and technological premises of Web 2.0.

## **HISTORY OF SOCIAL MEDIA**

In recent years, we have seen the creation and rapid spread of a phenomenon that is referred to as "social media," to the point that it is now regarded to be present in every conceivable location on the planet. During the time that this article was being published, Twitter was responsible for more than 500 million daily tweets, while Facebook had 1.59 billion active members on a monthly basis (Facebook, 2016). (Twitter, 2015). In spite of current growth in the use of social media, the use of social networks stretches back to a time that is significantly prior to the twenty-first century. It's likely that the usage of social networks can be traced back to the late 1990s, to a website called "Open Diary," which enabled users to upload and share entries from their diaries with the rest of the online community. This was the beginning of the social networking phenomenon. It is generally agreed that this website was the first social network ever created. This group is where the term "weblog" first appeared; however, it was abbreviated to "blog" after one user decided to make a humorous reference to "we blog" in an online post (Kaplan & Haenlein, 2010). Users were able to post and exchange public messages via earlier incarnations of internet services such as usenet before the debut of Open Diary. Open Diary is the most up-to-date version of services of this sort. As a consequence of this, the recent growth in popularity of social media, and social networks in particular, may be viewed as a move back towards the internet's and the world wide web's original purpose and function, which was to encourage communication between users (Kaplan & Haenlein).

## **LITERATURE REVIEW**

MulgaraDeriveDakota (2019) The term "social media" refers to the collection of online communication channels that are devoted to the input, interaction, content-sharing, and cooperation of groups based on shared interests. This article's overarching objective is to provide readers with specific information on the effects that social media have had on society. Numerous studies have shown evidence that social media may have both good and beneficial effects on users. Some of the beneficial results include more possibilities for socialisation and communication, as well as enhanced educational prospects and access to health-related information. Some of the negative effects of social media on society include increased rates of



clinical depression and anxiety, as well as incidents of cyberbullying, terrorism, and criminal activity. When individuals use social media for proper purposes and predefined objectives, the result will often be good, but the opposite is true for when they use social media for inappropriate purposes and undetermined aims. All of the bodies that are affected should have to work together in order to lessen and save the societies from the harmful side effects, as well as to promote the beneficial side effects.

Waseem Akram (2013) The people from all around the world may express their concerns and share their perspectives through the various social media platforms. People need to understand what social media really means before they can go on to learning about the practical applications of it. The phrase "social media" refers to the interaction that takes place between groups of people or individuals in which they generate, share, and sometimes even trade ideas, photographs, videos, and a wide variety of other types of content via the internet and in online communities. Because children are being brought up in an environment saturated with mobile technology and interactive social networking sites like Twitter, MySpace, Facebook, and Orkut, the social media has become an essential component of the lives of today's youth. The ways in which young people interact with their parents and friends, as well as the ways in which they utilise technology, are changing as a direct result of the proliferation of social networks.

P.S.Jeesmitha, (2019) Sites that facilitate social networking provide a forum in which topics relevant to modern life may be debated and discussed for the first time. The purpose of this research is to investigate whether or not young people's use of social networking sites has an effect on their academic performance. This is a research project in the form of a survey, and the questionnaire was used to gather the necessary data. The questionnaire was filled out by one hundred of the selected teenagers, and non-random selection procedures were utilised to pick the sample units. The primary goals of the study were to investigate the impact of social media on young people. in order to investigate the advantageous and preferred kind of social media for young people in order to discover how young people feel about social media and to calculate the overall amount of time spent using various forms of social media. In this section, the data that was obtained was evaluated for accuracy using frequency and percentage. The respondents' responses indicated that Facebook was their preferred form of social media, followed by Skype as their preferred form of social media in second place, Twitter as their preferred form of social media in third place, YouTube as their preferred form of social media

in fourth place, and Myspace as their preferred form of social media in fifth place. Shabnoor Siddiqui (2016) People are able to voice their concerns and share their perspectives via the medium of social media. People need to first understand what social media really is before they can go on to learning about its many facets. The term "social media" refers to a group of Internet-based applications that enable users to communicate with one another and share information, concepts, opinions, pictures, videos, and other types of content across a shared network. Within the scope of this article, we discuss every facet of social media, including its advantages and disadvantages. The topic at hand, which may include commerce, education, society, or young people, is the focal point of attention. In the course of this article, we shall discuss the wide-ranging effects that these media will have on society.

Judith Gifty Agatha Larson (2015) The purpose of this research was to evaluate the impact that students' engagement with social media has on their academic performance at tertiary institutions in Ghana, with a particular emphasis on students at Koforidua Polytechnic. For the purpose of data collection, a questionnaire was employed. One thousand five hundred and eight of the one thousand five hundred and seventy-eight copies of the questionnaire that were sent were returned, resulting in a response rate of 95.5%. According to the findings of the survey, the vast majority of respondents had mobile phones that were also equipped with Internet connectivity and were aware of the presence of a variety of media websites. The findings of the survey also showed that the majority of respondents access their social media sites using their mobile devices and spend anything from thirty minutes to three hours each day doing so.

## **RESEARCH METHODOLOGY**

This flowchart includes a series of precise analytical questions that correspond to the research topic. These questions make it obvious what has to be explored and which statistical approach should be used to do so.

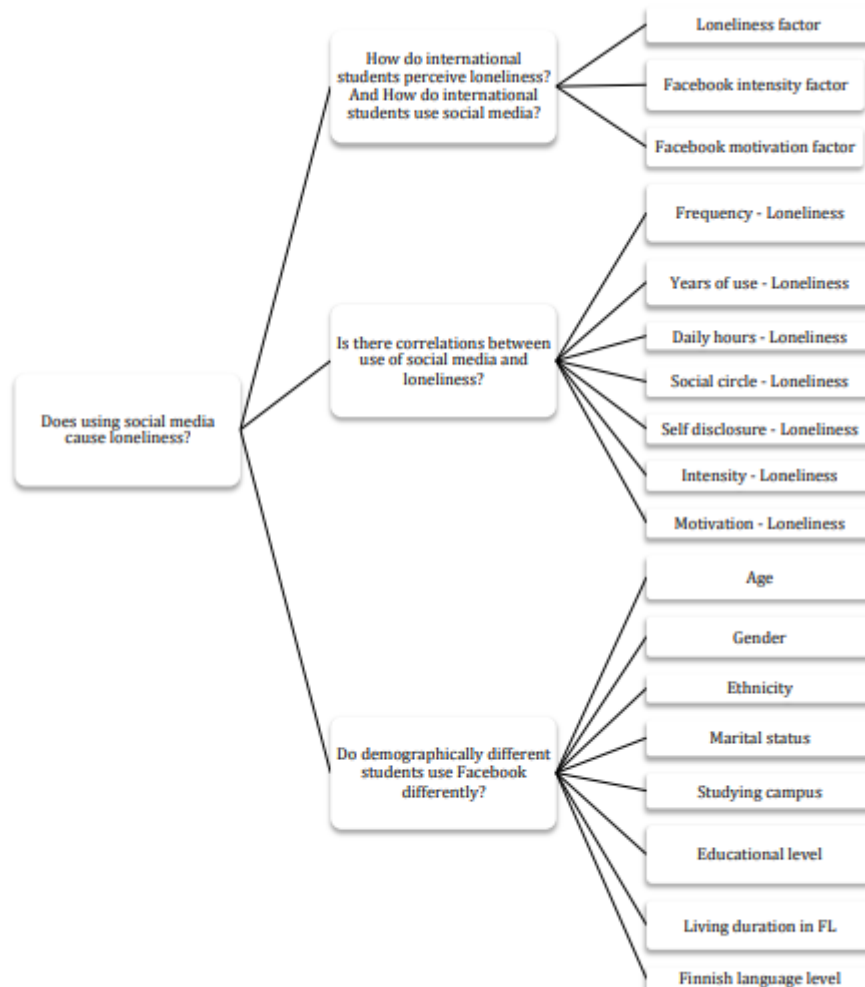
## **ANALYSIS OF VARIANCE/ANOVA**

Analysis of Variance, which is usually referred to by its acronym ANOVA, is the statistical technique that evaluates the significance of mean differences in linear models with more than two groups (Field, 2013, p.430). It is a technique used in statistics to investigate the statistical disparities that exist between the mean values of the various groups. For the purpose of my thesis, I would want to investigate whether or not various demographic groups have distinctive patterns of media consumption. The following factors are considered to be independent

demographic variables: age, gender, ethnicity, marital status, studying location, educational level, amount of time spent living in Finland, and proficiency in Finnish. Intensity on Facebook and motivation on Facebook are the dependent variables in this study.

## FACTOR ANALYSIS RESULTS

This chapter uses SPSS (version 22.0) to conduct three factor analyses. These are the loneliness factor, the Facebook intensity component, and the Facebook motivation factor. The research question Q1 is addressed in this chapter, and the answers to that question will be provided by the factor findings. A multitude of statistical graphs make up this kind of data analysis. However, in order to keep the style simple and straightforward, the SPSS output graphs are only completely illustrated in 4.2.1 as an example to explain how the analysis is conducted. This is done so that the reader may easily comprehend the information presented. The other two factor analyses are carried out in the same manner with the same set of graphs, the only difference being the numbers of the results.



As a result, the graphs that are less relevant will not be shown in the main text; instead, only the rotated component matrix and the results will be shown. At the conclusion of each component analysis, a brief descriptive analysis will be included to illustrate the overall loneliness/Facebook intensity/Facebook motivation level of the sample, which also reflects the level of these factors in the population as a whole.

## LONELINESS FACTORS

In this chapter, I will explain how to do a factor analysis by presenting five tables for the factor analysis process. These tables will show how the factor analysis is carried out. In addition, a statistical explanation will be included at the conclusion of each table.

1. The necessary prerequisite for carrying out factor analysis.

### kmo And Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.925
Bartlett's Test of Sphericity	Approx. Chi-Square	1280.88 6
	Df	190
	Sig.	.000

Explanation: In general, if the KMO is more than 0.7, this suggests that the factor analysis model is appropriate for the data, and that the testing effect is satisfactory. The KMO result for this model is 0.925, which indicates that the model test is carried out successfully in this scenario. In addition, the significance test was passed since the Sig. value of the spherical test is .000, indicating that it is statistically significant. Analysis of principal components via the lens of common factors

Explanation: The results showed that there were three components with eigenvalues that were larger than 1. The initial factor solution reveals that the first factor has a characteristic root value of 9.386, and the variance contribution rate is 46.930%; the second factor has a characteristic root value of 1.478, and the variance contribution rate is 7.392%; the third factor's characteristic root value is 1.316, the variance contribution rate is 6.579%, and the cumulative variance contribution rate is 60.902%; and finally, the fourth factor has a

variance contribution rate of 6.579% and a cumulative variance contribution rate of 60 This suggests that the first three factors might account for more than sixty percent of the overall variation shown by the variables that were first measured. Although sixty percent is not a very high number, it is a finding that often occurs in genuine research initiatives.

In general, in the actual project of market research or social science research, if there is a rigorous research design and previous qualitative research, and if the variance analysis of factor analysis is over 50%, it can be accepted. This is true regardless of whether the research is conducted in market research or social science. After rotation, modifying the variance contribution rate of each component, there is a considerable narrowing of the gap between the variance contribution rates of the first three factors. As a result, the first three factors are the ones that are most equipped to represent the data from the original variables, but the other factors have smaller characteristic roots, make less of a contribution when it comes to understanding the original variables, and may thus be disregarded. In a nutshell, we isolate three components in this section.

### Component Matrix

	Component		
	1	2	3
VAR1	.604	-.266	.445
VAR2	.598	-.174	.168
VAR3	.630	.414	.381
VAR4	.613	-.192	.452
VAR5	.653	.021	.172
VAR6	.618	-.384	.148
VAR7	.728	-.129	.375
AR8	.738	.115	.052
VAR9	.640	-.076	-.252
VAR10	.720	-.319	-.225
VAR11	.722	.278	-.201
VAR12	.742	.272	-.217

VAR13	.737	-.242	-.093
VAR14	.671	.086	.117
VAR15	.728	-.101	-.241
VAR16	.790	.012	-.220
VAR17	.710	.311	-.017
VAR18	.661	-.302	-.398
VAR19	.812	.054	-.232
VAR20	.512	.682	.058

When the factor load is rotated orthogonally, the relationship between the variable's loading on the factor and the amount of information it holds is inversely proportional to the magnitude of the loading. As a result of the rotation, the factor loading matrix reveals that factor 1 has a greater loading on the statements "my interests and ideas are not shared by others," "I feel left out," "superficial social relationships," "nobody really knows me well," "feel isolated from others", "difficult to make friends," and "feel shut out and excluded." These seven items are related to being isolated and have been given the name "social isolation" factor; factor 2 has a larger loading on "unhappy doing so many things alone," "nobody to talk," "lack companionship," "nobody really understands me," "there is no one I can turn to," and "waiting for people to call or write." These six items are related to a lack of social support and have been given the name "lack social support" factors; factor 3 has a larger These seven factors might be categorised under the umbrella term "loss of feeling of belonging." In conclusion, social isolation, a lack of social support, and a lack of a sense of belonging are three underlying components that contribute to feelings of loneliness. The primary factors and the pieces that comprised them may be presented in the form of a table as shown below.

### **DESCRIPTIVE ANALYSIS OF FACEBOOK MOTIVATION FACTORS**

After the factors have been extracted and renamed, the initial Facebook intensity factors will be recoded into eight new variables after this process is complete. The Likert scale maintains its consistency with the first scale, which was based on a range from one to five. 1 indicates never, 2 indicates sometimes, 3 indicates monthly, 4 indicates weekly, and 5 indicates everyday.

**Tests Of Between-Subjects Effect**

Source	Type III Sum of Squares		df	Mean Square	F	Sig.
Corrected	14.883 <sup>a</sup>		37	.402	1.177	.272
Model						
Intercept	15.809		1	15.809	46.273	.000
VAR1	2.282		3	.761	2.227	.092
VAR2	.133		3	.044	.129	.942
VAR3	.285		1	.285	.834	.364
VAR4	5.071		7	.724	2.120	.049
VAR5	.588		2	.294	.861	.427
VAR6	1.214		2	.607	1.776	.176
VAR7	1.042		3	.347	1.017	.390
VAR8	1.718		7	.245	.718	.657
VAR9	.750		8	.094	.274	.972
Error	25.282		74	.342		
Total	774.694		112			
Corrected	40.165		111			
Total						

According to the F-test, there is not a significant difference in the following demographic factors: age, gender, origin, marital status, studying campus, degree of education, period of residence in Finland, and level of Finnish language proficiency. On the other hand, there is a

very significant difference in Facebook motivation based on ethnicity, with a variance value of 2.120. When I compared the means of different groups, I discovered that the means for Facebook motivation based on ethnicity were as follows: 2.526 for White, 2.483 for Hispanic or Latino, 2.083 for Black or African American, and 2.044 for Native American or American Indian. The mean for Asian/Pacific islander is 2.707, and the mean for Other is 2.125. According to these findings, the incentive to use social networking technologies ranks as follows, from highest to lowest: Asian/Pacific islander, White, Hispanic or Latino, others, Black or African American, and Native American or American Indian.

## CONCLUSION

Loneliness may be broken down into three different factors: social isolation, a lack of social support, and a loss of a feeling of belonging; The level of activity on Facebook may be broken down into eight different categories: browsing, starting contact, changing status, online conversation, transitioning from online to offline, semi-public engagement, public information, and choosing friends. Facebook's capacity to motivate users may be broken down into six categories: the desire to unwind and be entertained, maintain an ideal self-image, alleviate strain from daily life, connect emotionally with others, communicate problems, and promote social interaction. The results of the descriptive analysis present the general condition of how international students at the University of Helsinki perceive each loneliness factor, the intensity with which they use each Facebook activity factor, and the motivation level associated with each loneliness factor associated with Facebook. The following are some outcomes that are significant: Online communication and browsing randomly on Facebook are the two major activities that international students in UH do when they use Facebook; they use Facebook quite a lot for the purpose of "diverting and relieving real-life pressure" and "relaxing and entertaining," and not much for the purpose of "studying and learning." On average, students occasionally feel lonely, which shows that international students in UH generally have a healthy psychological status, namely, the perceived loneliness level is enough low. In addition, large variations have been noticed, which suggests that foreign students attending UH comprise a highly heterogeneous group and that individual students are quite variable and distinct from one another.

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