



“A Comparative Study to Assess Effects of Social Media (Facebook) on Academic Performance among Extrovert and Introvert Personality Females of Government Medical University Student aged (18 – 25)”

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Abstract

A Comparative study to assess the effects of Social Media (Facebook) on academic performance among extrovert introvert female final year students of Medical Technology Department at Jinnah Sindh Medical University aged (18 – 25).

Background: Facebook was founded by Mark Zuckerberg in 2004 while he was a student at Harvard University. Until 2006, Facebook allowed anyone over the age of 13 with a valid email address nowadays, Facebook is the world's largest social network with more than 1 billion users worldwide. The use of the Internet, such as Facebook, affects the learning of the majority of students as it prevents them from devoting valuable time to academic aspiration. Some students reported being able to control how long they used Internet programs, but most said they didn't know when to stop.

Question: How Extreme Facebook Usage is affecting Academic Performance of Extroverts and Introverts Student?

Objectives:

- To assess the extrovert and introvert personality, social media (Facebook) usage and its effects on academic performance of female students of Medical Technology Department?
- To find out the association between effects of Facebook on academic performance among introvert and extrovert female students of Medical Technology department (Final year) at Jinnah Sindh Medical University.

Methodology: The study was comparative in nature. This was a qualitative research. Convenient sampling method was used for data collection. This study was conducted at Jinnah Sindh Medical University Undergraduate (Final year) Extroverts and Introverts Student aged 18 – 25. The sample consisted of total 62 Student Out of which 33 Extroverts Student and 29 Introverts Student. The sample was taken by using Online Questionnaire. The questionnaire consisted of a total 25 Question out which 5 Questions were Demographic 8 questions for Personality Assessment by using Introversion Scale, 4 Questions for Facebook Usage by using Bergan Facebook Addiction Scale and 8 questions for Academic Performance Assessment by using

Academic Life Assessment Scale. 5 point Likert Scale was Used. Chi square test and Independent sample t-test were used to analyse data on SPSS.

Result:

Extrovert females were more addicted than introvert females and due to Facebook addiction academic performance of extrovert females were more affected as compared to introvert females.

Conclusion : Through this study it is concluded that extroverts are more addicted to Facebook as they like socialization for the purpose of entertainment , sharing their ideas and pictures with others they are using Facebook where they wasting a lot of time which is affecting their Academic performance and introverts are less interested in socialization , sharing pictures and ideas , making friends so they are more conscious towards their grades and has low time duration on Facebook that's why they are less addicted and their academic performance is less affected as compared to extroverts.

Introduction

Social Network Service is also known as SNS. The excessive use of these sites not only have long lasting effect on psyche of students but also affects the physical, mental and social aspect of life. Sometimes these sites also affect the Academic Achievement of the student because they don't want to leave that particular aura and thus their concentration stands divided. Besides the above mentioned view there is yet an arena of knowledge that holds the view that every student is unique in their own way; some are able to express themselves openly are termed as extroverts while others are shy in nature are called introverts. Facebook is the most popular of social networking sites with around 2.89 billion monthly users worldwide in mid-2021 (Statista Research Department, 2021). The fact that it has over 1.908 billion daily active users is the best evidence of its popularity (Facebook, 2021; Statista Research Department, 2021). People are increasingly using Facebook to communicate with one another. As a result Facebook has become such a giant part of many people's lives that it now forms a significant part of their daily routine. University students, in particular, are known to spend hours a day on Facebook (Ryan et al., 2014). They engage with their friends, meet others based on shared interests, share pictures and videos, blogs, dates, and even play games (Przybylski, 2013; Griffiths, 2021; Kuss & Griffiths, 2011; Ryan et al., 2014; Kuss et al., 2014). Though Facebook is helpful in many ways, there is a negative side to this technical improvement - the rise in the number of addicted users (Andreassen & Pallesen, 2014). Some argue that Facebook is more addictive than cigarettes and alcohol as a result of this. Therefore, it is critical to learn more about the possible predictors of Facebook addiction. According to research conducted around the world, excessive Facebook use may lead to severe addiction (Kuss & Griffiths, 2011; Kuss et al., 2013; Ryan et al., 2014; Mamun & Griffiths, 2019). University students, who are expected to be under more academic stress (Bhuiyan et al., 2020; Misra & McKean, 2000), are more likely to use Facebook to glorify their mood and psychological well-being (Brailovskaia & Margraf, 2017). On the other hand, frequent Facebook usage has been demonstrated to negatively influence academic achievement since it interrupts the learning process (Karpinski et al., 2013). Even though the Facebook addiction level has been criticized (Przepiorka et al., 2016; Griffiths, 2021), additional study is required to explore this concept further and find the process behind Facebook addiction that's why it enhanced my interest to learn more about Facebook usage and it's relationship with extrovert and introvert personality student , After learning many researches and articles my interest enhanced to conduct my thesis on Facebook usage effects on academic performance among extroverts and introverts . (Ahammad & Al , 2022)

This study is therefore aims to find effects of Facebook on academic performance among introvert and extrovert female students of Medical Technology (Final year) at Jinnah Sindh Medical University aged (18 – 25)

Review of Literature

Facebook is a social network that makes it easy to connect and share content with family and friends online. Originally designed for college students, Facebook was founded by Mark Zuckerberg in 2004 while he was a student at Harvard University. Until 2006, Facebook allowed anyone over the age of 13 with a valid email address nowadays, Facebook is the world's largest social network with more than 1 billion users worldwide. (Facebook - What is Facebook?, n.d.)

There are numerous students around the world with different personality traits who suffer from poor grades due to extravagant Facebook usage. The use of the Internet, such as Facebook, affects the learning of the majority of students as it prevents them from devoting valuable time to academic aspiration. Some students reported being able to control how long they used Internet programs, but most said they didn't know when to stop. The study found that students' use of Facebook and the Internet was part of their daily lives, with students even visiting their girlfriend's Facebook page in the middle of a lecture. The study showed significant time spent on Facebook and the Internet, but constitute no collaboration between academic performance and Facebook use. Facebook is a medium of communication between individuals but unfortunately people are increasingly become a Facebook addicts. When Mark Zuckerberg started Facebook in 2004, he had no idea how big it would really get to be and within a couple of months, number of individuals joined the group.

There are more than 1.49 billion monthly active users of Facebook around the world. Approximately 10.6-11.8 million Facebook users in Pakistan have been recorded. It has become one of the most frequently accessed website now-a-days. Facebook popularity is rising and can be attributed to its various fun components. Therefore, considerable negative impacts are frequently either ignored or need more attention, such as Facebook addiction, security issues through hacking or stalking. Facebook users are often unaware of some adverse. The study found that students' use of Facebook and the Internet was part of their daily lives, with students even visiting their girlfriend's Facebook page in the middle of a lecture. The study showed significant time spent on Facebook and the Internet, but constitute no collaboration between academic performance and Facebook use. (Nizami, Naeem, Arzoo, & Ismail, 2017)

2.1: Personality:

Personality traits are consistent patterns of thoughts, feelings, or actions that distinguish people from one another. Different theories make different predictions about how mean levels of personality traits change in adulthood , but it is generally agreed that the personality profile affects our activity (Hogan, Johnson, & Briggs,, (1997).)

After a certain age, personality is mostly consistent. In different situations, you'll act or think in a similar way because of your personality. However, certain personality traits and behaviour patterns can change over time.

2.2: Types of Personality:

The two main types of personalities found among students are;

1. Extrovert Personality
2. Introvert Personality

Extrovert Personality:

Extroverts are those who enjoying being around other people. They have a strong need to socialize and talk to others. Extroverted People are often seen as more sociable, confident and outgoing. People who are extroverts have typically high self -esteem, are energized by being around of other people, are socially confident and being in large social gathering or public speaking. (3 Personality Traits of Extroverts, 2022)

According to Dr. Sheldon's research. The more extroverted a person is; the more status posts he or she is likely to make. That behaviour accrues more of the social benefits of Facebook to those people, who also are more socially gregarious in person.

"What I found out is that my research supports the 'rich get richer' hypothesis," Dr. Sheldon says. "Those users who are richer in their offline relationships will also benefit more from their use of Facebook. The more extroverted you are, the more you will benefit."

Introvert Personality:

An introvert is a person with qualities of a personality type known as introversion, which means that they feel more comfortable focusing on their inner thoughts and ideas, rather than what's happening externally. They enjoy spending time with just one or two people, rather than large groups or crowds. (aslamiah, 2022)

For an introvert, using the site doesn't always mean posting to it, Dr. Sheldon points out. Her research shows that introverts spend more time there than extroverts do. "Shy people and people who are lonelier use Facebook to pass the time,"

2.3: How Do Extroverts Use Facebook?

Research indicates that extroverts have a larger number of friends or connections on Facebook, and use them much more often than others. Specifically, they tend to use Facebook as more of a communication tool – engaging in direct-messaging chats and commenting on friends' posts – and do this much more frequently than introverts. Extroverts tend to post more selfies, music, and personalized posts than others. They love the interaction, and exchanging personal stories, and many enjoy the feeling of validation or a sense of belonging they achieve when they receive likes, followers, and new connections (How Introverts and Extroverts Use Social Media Differently, 26 January 2023).

2.4: How Do Introverts Use Facebook?

Introverts use Facebook to keep up with friends and news, with much less engagement and communication than extroverts – in other words, they spend time scrolling, rather than messaging and commenting, for the most part. They like reposting articles and sharing news stories, rather than exhibiting any information about themselves. They aren't using Facebook for likes or validation – but rather to keep abreast of current events, for entertainment value, and for staying in touch with close friends. Facebook is often the platform of choice for introverts, as they can observe, be entertained, connect with friends, and not necessarily need to share too much about themselves. (How Introverts and Extroverts Use Social Media Differently, 26 January 2023)

2.5: Facebook Effects On Academic Performance of Extrovert and Introvert Personality Student: -

Facebook affect academic performance of extrovert students in following ways; (Masud, et al., 2019)

Addiction to Facebook and Overuse:

Facebook can lead to addiction or excessive use, which can interfere with students' academic and personal responsibilities. Addiction to Facebook is characterized by excessive and compulsive use of these platforms, which can disrupt daily activities and relationships and lead to negative consequences. Excessive Facebook use can have negative effects on mental health, including increased stress, anxiety, and depression. It can also lead to a lack of sleep, poor academic performance, and other negative consequences. To minimize the risks of addiction or excessive use of Facebook, it's important for students to be mindful of their social media habits and to use these platforms in moderation. This might include setting limits on their social media use, taking breaks from social media, and finding other activities to engage in. (Mpundu, 2022)

Delays and Decline in Efficiency and Productivity: -

Facebook can be a distraction and interfere with students' ability to focus and complete their academic tasks, leading to reduced productivity. This is because social media platforms are designed to be engaging and to keep users coming back for more. As a result, students may find themselves checking their social media accounts frequently, which can take away from their focus and attention. In addition, social media can lead to procrastination, as students may find themselves scrolling through their feeds or engaging in other activities instead of completing their work. This can be especially true when students are feeling stressed or overwhelmed, as social media can provide a temporary escape from these negative emotions. (Masud, et al., 2019)

A Waster of Time for Pupils: -

Facebook can be a time-waster for students, as they may find themselves spending excessive amounts of time on these platforms. This can lead to a lack of productivity and a disruption of their daily routine and responsibilities. To minimize the risks of Facebook as a time-waster, it's important for students to be mindful of their social media habits and to use these platforms in moderation. This might include setting limits on their social media use, taking breaks from social media, and finding other activities to engage in. It's also important for students to be aware of the potential risks of Facebook and to take steps to protect their time and productivity. This might include setting goals and priorities, breaking their work into manageable chunks, and finding a quiet, distraction-free workspace to study. (Masud, et al., 2019)

Give Rise to A Detrimental Impact On Pupil's Mental Health: -

Facebook can have negative effects on the mental health of students, as excessive use of these platforms has been linked to increased stress, anxiety and depression. This is because social media can foster a sense of comparison and competition, leading to feelings of inadequacy and low self-esteem. It can also contribute to feelings of isolation and loneliness, as students may rely on social media as their primary source of social interaction. In addition, Facebook can expose students to cyberbullying, harassment, and other online dangers, which can have serious consequences for their mental health. It's important for students to be aware of these risks and to take steps to protect their mental health. (Masud, et al., 2019)

Being Isolated and Solitude:

While Facebook can help students stay connected with others and maintain relationships, it can also contribute to feelings of isolation and loneliness. This is especially true when students rely on social media as their primary source of social interaction and do not have in-person social connections. Research has shown that excessive Facebook use can lead to negative effects on mental health, including increased feelings of loneliness and isolation. This is because Facebook can create a false sense of connection, where students see the highlight reel of others' lives and feel that they are not measuring up. In addition, Facebook can foster a sense of comparison and competition, leading to feelings of inadequacy and low self-esteem. To minimize the negative effects of Facebook on loneliness and isolation, it's important for students to be mindful of their Facebook use and balance it with in-person social interactions. This might include setting limits on their Facebook use, making an effort to connect with others in person, and seeking out opportunities for social interaction outside of social media. (Masud, et al., 2019)

2.6: The Academic Methods of Students who are Introvert and Extrovert: -

Academic Methods of Extrovert Students: -

The first component of learning style dimensions is how learners interact with the outside world. Extroverted learners prefer working with others and bouncing ideas back and forth. Social and learning activities that benefit them include problem-solving with others, group projects, and learning through mimicking experience. (Learning Styles of Introverts and Extroverts, 2021)

Extroverted learners have the Following Learning Characteristics:

- Comfortably capable to work in and around large numbers of people
- Wide friends and an affection of connecting with new people who help them stay current with the world and strengthen their horizons.
- Take risks without always considering the consequences.
- Extroverted learners have a social learning style
- They also have acute verbal learning styles, which often involve storytelling or being the first to offer to help with tasks and projects.

Academic Methods of Introvert Students:

Introverts generally have a shy nature, and students who are introverted have a solitary learning style, as they often prefer to solve problems on their own. Introverted learners like to brainstorm and seek theoretical exploration. They want to think out a problem and weigh options before moving forward. (Learning Styles of Introverts and Extroverts, 2021)

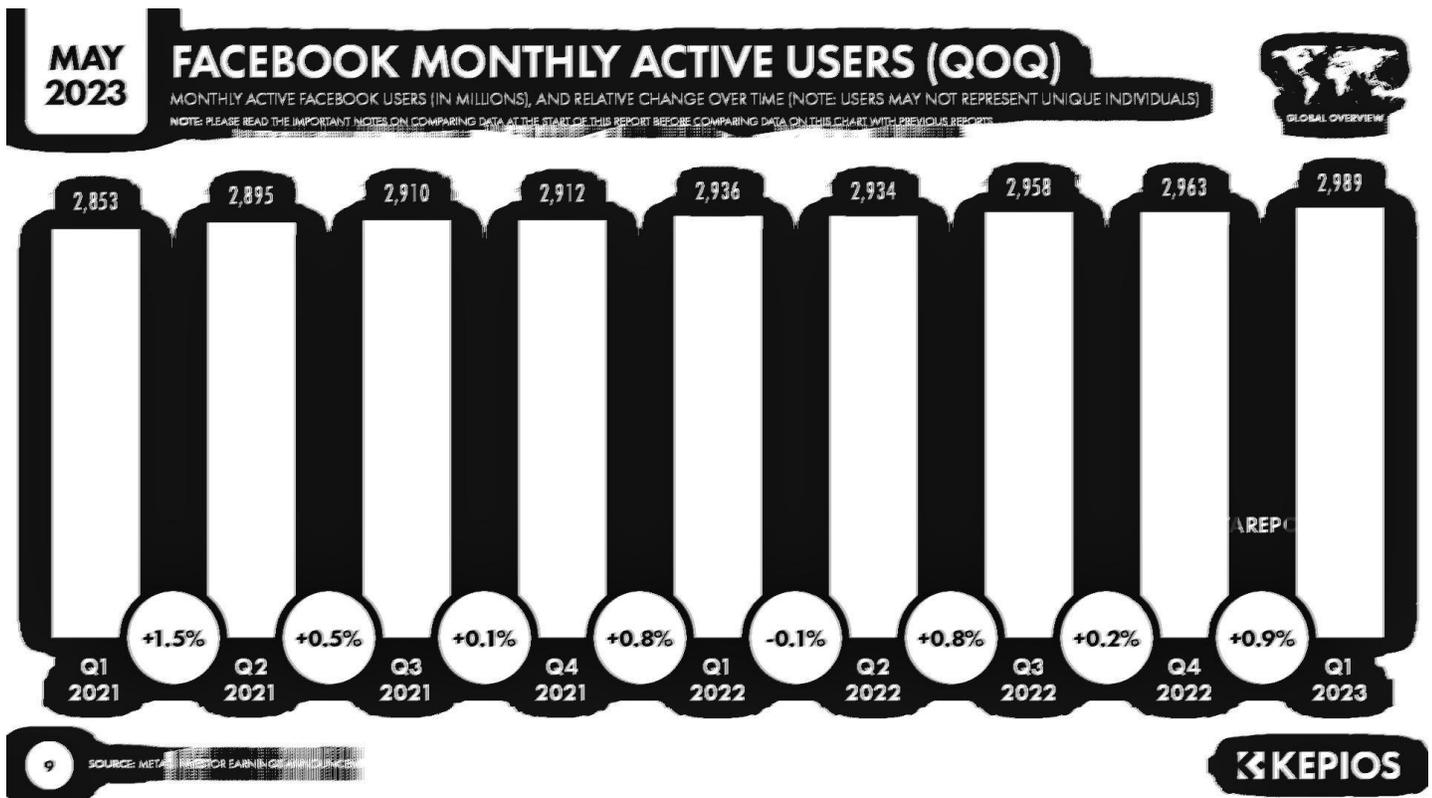
Introverted learners have the following learning characteristics:

- Seem conscious or reserved, Act gradually, sometimes too thoughtfully.
- Have a small, close-knit circle of friends, preferring to get to know a select few individuals in-depth
- Prefer to complete tasks by themselves and feel most at ease working alone
- Frequently prefers concepts to things that are real
- Finds spending time in large crowds or groups to be exhausting. (lady, 2021 |)

2.7 : Essential Facebook Statistics and Trends for 2023:

Facebook had 2.989 billion monthly active users in April 2023, placing it 1st in ranking of the world’s most ‘active’ social media platforms.

Figure 2.7.1: These latest figures indicate that roughly 37.2% of all the people on Earth use Facebook today.



Methodology

3.1: Study Design: -

The conducted research was comparative in nature that was carried out to assess effects of Facebook on academic performance of extrovert and introvert personality female Final year students of Medical Technology department age group 18 to 25 (at Jinnah Sindh Medical University).

3.1.1: Variables:

Dependent variable:

The dependent variable of the study is effect of Facebook on academic performance of extrovert and introvert personality female Students of Jinnah Sindh Medical University JSMU (Final Year).

Independent Variable:

The independent variable of the study is extrovert introvert personality female students of Jinnah Sindh Medical University JSMU (aged 18 – 25).

3.2: Subject Sampling: -

3.2.1: Population and Sample Size of the Study: -

The sample consisted of total 62 including 33 extrovert female students and 29 introvert female students at Jinnah Sindh Medical University (JSMU).

3.2 .2: Sampling Selection Criteria:

Convenient sampling method was used for data collection.

3.3 Limitation:

The sample size was limited (62 samples).

The population was limited to final year female students of Medical Technology department at Jinnah Sindh Medical University aged 18 – 25 Only.

3.4 Data Collection: -

3.4.1: Tool of Data Collection: -

The primary data for the research collected by using Google Form Questionnaire developed on 5 point Likert scale. The questionnaire consisted of questions corresponding to the answers consist of five options i.e. Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree. The type of data is nominal method.

3.5: Method of Data Collection: -

The data was collected from Jinnah Sindh Medical University (J.S.M.U) from final year female Student Medical Technology department via Google Form Questionnaire.

3.6: Pre Testing: -

The Pre testing was done on 10 students to check the validity of scale after the questionnaire was filled.

3.7: Hypothesis: -

3.7.1: Alternative Hypothesis: -

Facebook effect on academic performance among extrovert introvert personality female students has association.

3.7.2: Null Hypothesis: -

Facebook effect on academic performance among extrovert introvert personality female students no association.

3.8: Level of Data: -

The data was measured on Nominal Measures.

3.9: Data Entry: -

The data collected through social media impact on academic performance questionnaire by using Bergan Facebook Addiction Scale (BFAS) (2003) which was developed by Andreessen and

colleagues to measure problematic Facebook use as a specific type of internet addiction., Social Networking usage scale was developed by Pornsakulvanich, et.al (2013),, Academic life Assessment Scale ALAS which was developed by Santos et al ., (2008) and The Introversion Scale which was developed by McCroskey . Items were drawn from the work of Eysenck. (developed on 5 point Likert Scale) was entered on SPSS (Statically Package of Social Science) version 23.0.

3.10: Scoring: -

The data was collected by Social Networking usage scale, Bergan Facebook Addiction Scale, Introversion scale and Academic Life Assessment Scale questionnaire based on 25 out of which 5 demographics questions scored on scale 1 – 5, corresponding to the answers

- Disagree 1
- Strongly Disagree 2
- Neither Agree Nor Disagree 3
- Agree 4
- Strongly Agree 5

TABLE 3.10.1. Scoring scale for Facebook effects on academic performance among extrovert and introvert personality final year females.

RESPONSES	SCORES
Strongly Disagree	1
Disagree	2
Neither Agree Nor Disagree	3
Agree	4
Strongly Agree	5

3.10.2: Ranging scale for identifying types of personality to compare academic performance among extrovert and introvert personality (final year) Medical Technology department female students of Jinnah Sindh Medical University.

RESPONSE	RANGES
INTROVERTS	8 – 16
EXTROVERTS	17 – 40

3.10.2. Ranging scale for checking Social Media (Facebook) usage among extrovert and introvert personality (final year) Medical Technology department female students of Jinnah Sindh Medical University.

RESPONSES	RANGES
NOT ADDICTED	4 – 11
ADDICTED	12 – 20

TABLE 3.10.3. Ranging scale for checking academic performance of extrovert and introvert personality (final year) Medical Technology department female students of Jinnah Sindh Medical University.

RESPONSES	RANGES
NOT AFFECTED	8 – 16
AFFECTED	17 – 40

3.11 Data Analysis:

For this research project the responses were calculated, Online and the ranges were developed. The data was entered according to the developed range on the software of statistics known as SPSS (statistical package of social science). The statistical tool used for demographic were mean, Standard deviation and inferential statistics. The graphs and tables were later added where needed. With the help of a table, the demographic details of respondents were shown and then the table was used to show the percentage distribution of the responses according to the ranges. Bar graphs were used to interpret the result of each question separately; the independent sample t- test was applied to check the mean difference of both extrovert females and introvert females and then the Chi- square test was applied to check the association between extrovert females and introvert females.

Result and Discussion

4.1 Demographic Characteristics of Respondents

Table: 4.1.1 shows demographic characteristics reveals that there are 62 respondents (29 introvert females) and (33 extrovert females) of Medical Technology Department at Jinnah Sindh Medical University) aged range 18 to 25.

TABLE 4.1.1. DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

CHARACTERISTICS	FREQUENCY	PERCENTAGE%
• BACHELORS	33 Extroverts 29 Introverts Total 62	52.2 % 47.8 % Total = 100.0 %
AGE		
• 18 – 25	62	100%
GENDER		
• INTROVERT FEMALES	29	47.8
• EXTROVERT FEMALES	33	52.2 Total = 100.0%
DISTRICT		
• KARACHI CENTRAL	30	48.3 %
• KARACHI EAST	32	51.7% Total = 100.0%

• ISLAM	RELIGION	
	62	100.0%

Table 4.1.2: Percentage Distribution of Personality assessment Facebook usage and academic performance assessment among final year females of Jinnah Sindh Medical University aged (18 – 25)

Assessment of extrovert and introvert personality:

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor disagree (3)	Agree (4)	Strongly Agree (5)
1)Are you inclined to keep in the background on social occasion?	0 0%	15 16.85%	0 0%	24 26.9%	50 56.17%
2) Do you occasionally feel depressed without any apparently reason	0 0%	39 43.82%	0 0%	20 22.47%	30 33.70%
3) Are you inclined to limit your acquaintances to a select few?	19 21.34%	10 11.23%	0 0%	40 44.94%	20 22.47%
4) Would you rate yourself as a happy-go-lucky individual?	10 11.23%	15 16.85%	0 0%	55 61.79%	9 10.11%
5) Can you usually let yourself go and have a good time at events?	9 10.11%	10 11.23%	0 0%	30 33.70%	40 44.94%
6) Do you usually take the initiative in making new friends?	15 16.85%	24 26.96%	0 0%	30 33.70%	20 22.47%
7) Are you frequently "lost in thought" even when you should be taking part in a conversation?	24 26.19%	10 11.23%	0 0%	45 50.56%	10 11.23%
8) Do you derive more satisfaction from social activities than from any thing else?	10 11.23%	15 16.85%	0 0%	20 22.47%	44 50.56%

Assessment of Facebook Usage :

	Strongly Disagree (1)	Disagree (2)	Neither Nor Disagree (3)	Agree (4)	Strongly Agree (5)
1)You use Facebook in order to forget about personal problems?	10 11.23%	15 16.85%	0 0%	44 50.56%	20 22.47%
2) You have tried to cut down on use of Facebook without success?	19 21.34%	10 11.23%	0 0%	30 33.70%	30 33.70%

3) You become restless or troubled if you are prohibited from using Facebook	10 11.23%	15 16.85%	0 0%	20 22.47%	44 50.56%
4) Compulsive usage of social networking sites is a problematic issue	7 7.86%	7 7.86%	0 0%	20 22.47%	55 61.79%

Assessment of Academic performance

	Strongly Disagree (1)	Disagree (2)	Neither Agree Nor Disagree (3)	Agree (4)	Strongly Agree (5)
1) I participate in the cultural and artistic activities promoted by the University	10 11.23%	15 16.85%	0 0%	9 10.11%	55 61.79%
2) I can relate the different disciplines of my course	7 7.86%	20 22.47%	0 0%	55 61.79%	7 7.86%
3) I do not attend social, cultural or sporting events	15 16.85%	10 11.23%	0 0%	9 10.11%	55 61.79%
4) My personal interests are related to my course	10 11.23%	10 11.23%	0 0%	55 61.79%	14 15.73%
5) I use social networking sites to get relief from academic stress	20 22.47%	7 7.86%	0 0%	22 24.71%	40 44.94%
6) I use social networking sites to share new ideas	10 11.23%	15 16.85%	0 0%	14 15.73%	50 56.17%
7) I face difficulty in finding exact information for academic via social networking sites	40 44.94%	10 11.23%	0 0%	20 22.47%	39 43.82%
8) I usually postpone my academic task for spending more time on social networking sites	15 16.85%	20 22.47%	0 0%	40 44.94%	14 15.73%

Figure 4.2 : Pie chart indicating ratio of extroverts which is 33 females and equal to 52.2 % and ratio of introverts which is 29 females and equal to 47.8 % .

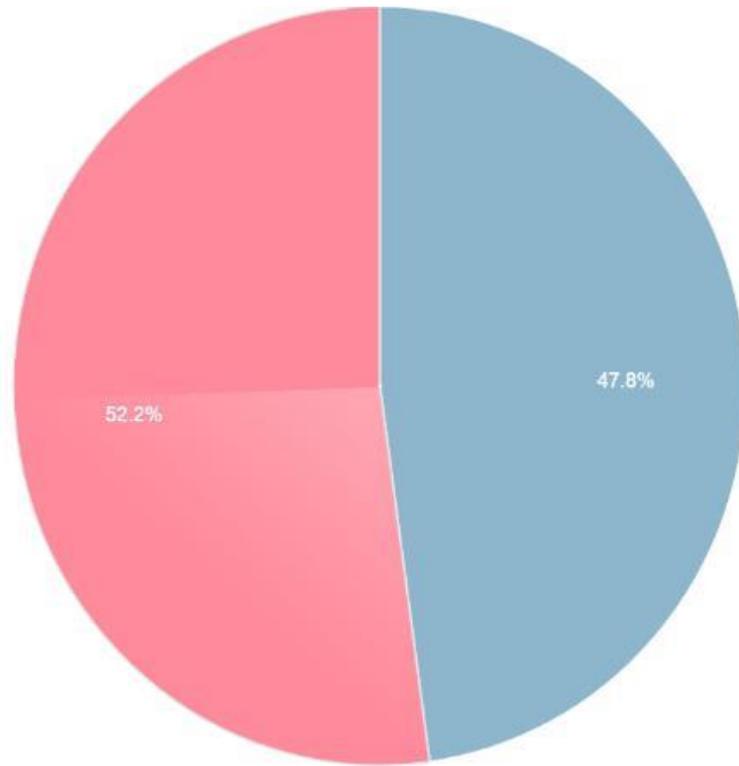


Table 4.2.1: Indicating that how many extroverts and introverts are addicted by Facebook:

**Personality Scale * Social Media Addiction Scale
Cross tabulation**

Count

		Personality scale		Total
		Introvert	extrovert	
Social media addiction scale	Not addicted	20	15	35
	addicted	9	18	27
Total		29	33	62

p-value: 0.062

N = 62

Table 4.2.2: Indicating that how many extroverts and introverts are affected by Facebook:

Personality Scale * Academic Success Scale Cross tabulation

Count

		Personality scale		Total
		Introvert	extrovert	
Academic success scale	Not affected	15	7	22
	affected	14	26	40
Total		29	33	62

p-value: 0.012

N=62

Table 4.3: Independent Sample T - Test on effects of Facebook on extroverts and introverts females age group 18 – 25.

Group Statistics					
	Personality.Scale	N	Mean	Std. Deviation	Std. Error Mean
SMA.Scale	Introverts	29	1.3103	.47082	.08743
	Extroverts	33	1.5455	.50565	.08802

p-value: 0.012

N=62

Table 4.3 : Shows that the mean of introvert females is 1.3103 and standard deviation is 0.47082 and mean of extrovert females is 1.5455 and standard deviation is 0.50565 .P value shows that there is strong association among Facebook usage and extroverts and introverts females of age group 18 – 25 years.

Table 4.3.1 : Independent Sample T - Test on Academic Performance and extroverts and introverts females age group 18 – 25 .

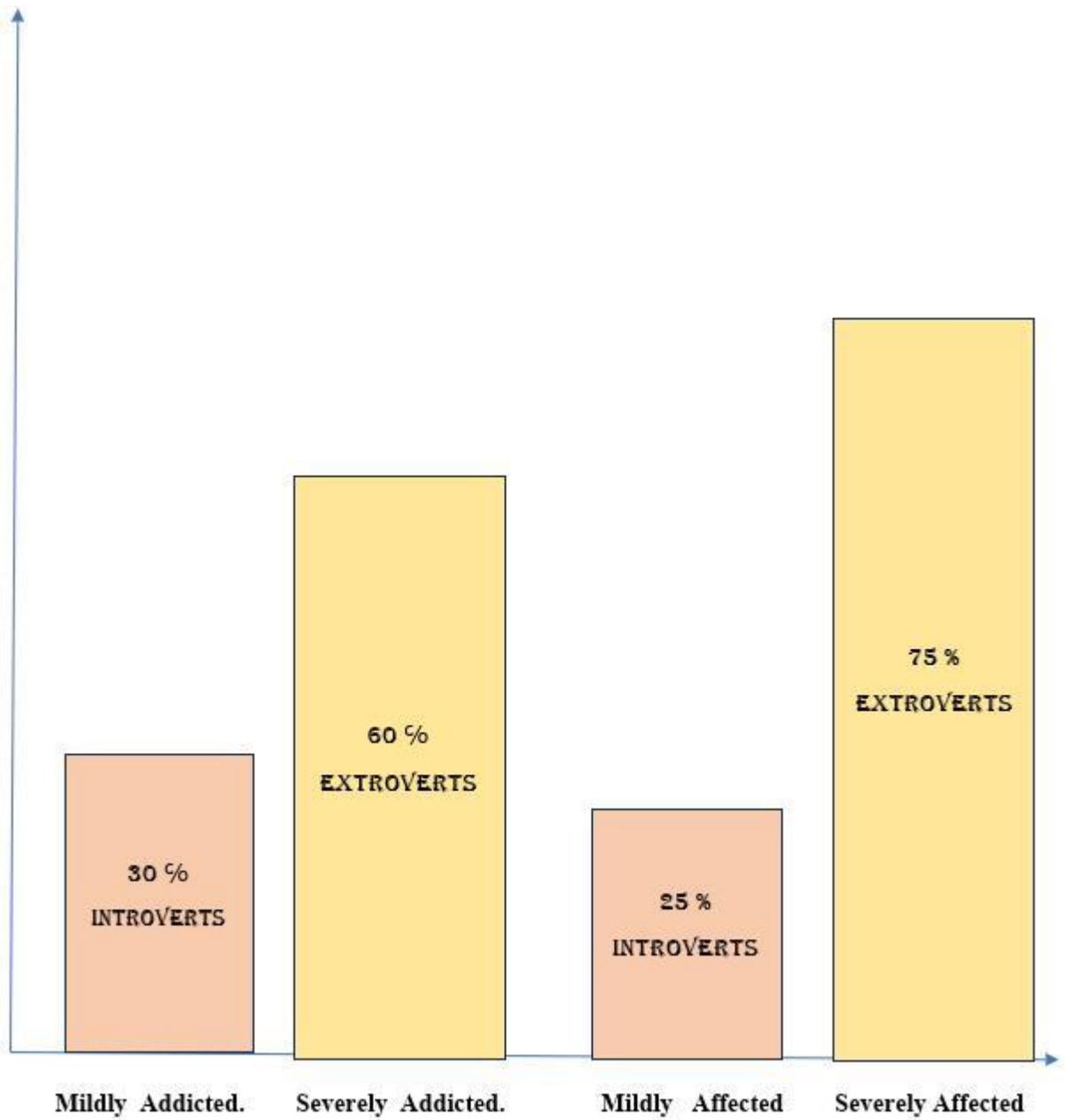
Group Statistics					
	Personality.Scale	N	Mean	Std. Deviation	Std. Error Mean
AS.Scale	Introverts	29	1.4828	.50855	.09443
	Extroverts	33	1.7879	.41515	.07227

p-value: 0.046

N=62

Table 4.3.1: Shows that the mean of introvert females is 1.4828 and standard deviation is 0.50855 and mean of extrovert females is 1.7879 and standard deviation is 0.41515. P value shows that there is strong association among Academic performance of extroverts and introverts females of age group 18 – 25 years.

Figure 4.4: Indicating Ratio of Facebook Addiction and Academic Performance Affection ratio among extrovert and introvert females of final year age group 18 – 25.



Discussion

The main purpose of this research was to compare the frequency of Facebook addiction and its effects on academic performance among extrovert and introvert female students of Final year aged 18 - 25. The topic was explored thoroughly and previous researches were studied to have an insight of the topic. And the literature review was prepared to have a deep understanding about the effects of Facebook on academic performance among extrovert and introverts. The discussion of results and the conclusion on the effects of Facebook on academic performance among extrovert and introvert are based on the objective and the hypothesis of the study. In this study, the effects of Facebook on academic performance among extrovert and introvert female students of Karachi. To start the process of research, the questionnaire which was developed on Likert scale. Demographic questions were also added to obtain the results. The pretesting was conducted on 10 female students and then dual meaning questions were removed from questionnaire to make it more easy to collect data within short time. After pretesting the final questionnaire was formed and it was scored on the scale of 1 to 5 , corresponding to answers "Strongly Disagree ,"Disagree" , "Neither Agree Nor Disagree" , "Agree" " Strongly Agree" sample was collected from 62 female students of final year 29 introvert females and 33 extrovert females each category of questionnaire was filled then the data was entered on SPSS version 23.0 then the simple statistical tools mean, standard deviation, independent sample t-test and chi-square test were applied for data analysis and scores were checked according to the given criteria of ranges. After applying independent sample t-test p-value was 0.012 which was found to be less than 0.05 which shows that there is strong association among Facebook usage and extrovert and introvert females and independent t - test p – value 0.046 which was found to be less than 0.05 which shows that there is a Strong association among Academic performance and extrovert and introvert females of final year age group 18 – 25. Mean of introvert's females was (1.4828) and 47.8 % of female was introverts and they were less addicted to Facebook also their academic performance was less affected, and mean of extrovert female was (1.7879) and 52.2 % of females was extroverts and they were more addicted to Facebook as well as their academic performance was affected. The previous research which inspired me for choosing this topic for research shows that extrovert males and females of age 16 – 30 and above were more affected, the main difference between previous and this research is social media application. After applying chi- square test, we examine that p- value is 0.012 which is less than 0.05 which shows that there is a Strong association of Facebook usage and Academic performance among extrovert and introvert female students of Final year aged 18 – 25 years.

Summary

The major prospect was comparative study on effects of Facebook on Academic performance faced by extrovert and introvert female final year students of age group 18 – 25 years. The conducted research was comparative in nature. For assessing the type of personality, effects Facebook to check Facebook addiction and academic performance assessment the Questionnaire was used which consists of 25 Question which was developed on 5 point Likert scale. It was scored on the scale of 1 to 5, corresponding to answers “Strongly Disagree, “Disagree”, "Neither Agree nor Disagree, "Agree" " Strongly Agree”. The sample was collected from 62 individuals which consists of 29 introvert females and 33 extrovert females of Medical Technology Department at Jinnah Sindh Medical University Karachi. All the respondents were filled along with their demographic details. It took 15 days to complete the process of data collection. After the collection of all the responses the data was entered on SPSS version 23.0 then the simple statistical tools mean, standard deviation, independent sample t-test and chi-square test were applied for data analysis and scores were checked according to the given criteria of ranges. After

applying independent sample t-test p-value was 0.012 which was found to be less than 0.05 which shows that there is strong association among extrovert and introvert final year females of age 18 to 25. The mean of introvert's females was (1.4828) and standard deviation is 0.50855 mean of extrovert was (1.7879) and standard deviation is 0.41515 and p-value 0.046 which is less than 0.05 which shows that there is strong association among Facebook addiction and academic performance among extrovert and introvert females of final year aged 18 – 25.

APPENDICES

Demographic Information

Gender

- ❖ Female

*Currently Study in

- ❖ Government University

*Age

- ❖ 18 – 25 years

*Level of Education obtained.

- ❖ Bachelor's degree (16 years)

*I currently reside in District.

- ❖ Karachi Central
- ❖ Karachi East
- ❖ Karachi West
- ❖ Karachi South.
- ❖ Korangi
- ❖ Malir

*Religion

- ❖ Hinduism
- ❖ Buddhism
- ❖ Islam
- ❖ Christian

Social Media Impact on Academic Performance Among Extrovert Introvert Personality Student Social Media Addiction and Academic Performance of Extroverted and Introverts Student. You are invited to participate in a research study about the use of Social Media and it's effects on Academic Performance (Extrovert Introvert Student) . The goal of this research study is to find out association between degree of internet addiction with the degree of Academic Performance of Extrovert Introvert Student. Participation in this study is voluntary. The information you will share will be kept completely confidential. By completing this survey, you are consenting to participate in this study.

Assessment of extrovert and introvert personality:

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor disagree (3)	Agree (4)	Strongly Agree (5)
1)Are you inclined to keep in the background on social occasion?					
2) Do you occasionally feel					

depressed without any apparently reason					
3) Are you inclined to limit your acquaintances to a select few?					
4) Would you rate yourself as a happy-go-lucky individual?					
5) Can you usually let yourself go and have a good time at events?					
6) Do you usually take the initiative in making new friends?					
7) Are you frequently "lost in thought" even when you should be taking part in a conversation?					
8) Do you derive more satisfaction from social activities than from any thing else?					

Assessment of Facebook Usage :

1)You use Facebook in order to forget about personal problems?					
2) You have tried to cut down on use of Facebook without success?					
3) You become restless or troubled if you are prohibited from using Facebook					
4) Compulsive usage of social networking sites is a problematic issue					

Assessment of Academic performance

1) I participate in the cultural and artistic activities promoted by the University					
2) I can relate the different disciplines of my course					
3) I do not attend social, cultural or sporting events					
4) My personal interests are related to my course					
5) I use social networking sites to get relief from academic stress					
6) I use social networking sites to share new ideas					
7) I face difficulty in finding exact information for academic via social networking sites					
8) I usually postpone my					

academic task for spending more time on social networking sites					
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