

## IMPACT OF SOCIAL NETWORKING SITES ON HIGHER EDUCATION INSTITUTIONS IN SARGODHA, PAKISTAN

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### ABSTRACT

*This study aims to investigate the impact of social networking sites, specifically Facebook and their influence on the students of higher institutions in Sargodha, Pakistan. Different factors like 'Enjoyment', Ease of use and Usefulness were adopted to examine the impact of SNSs on the life of college and university going students by the usage of Facebook. The research was conducted on the basis of descriptive and quantitative data research with the help of a self-reported structured questionnaire on 256 students who were randomly selected from different colleges and universities of Sargodha, Pakistan as the targeted population. It was observed that the majority of the students were familiar with the scope and usage of social networking sites like Instagram, Skype, Twitter and specifically Facebook which was frequently used than other applications. There is a slight variation in the values of mean, median and standard deviation respectively that were used for different demographic variables like age, gender, duration, usage, application, hours and qualification in the frequency distribution model. The correlation between different independent variables like Perceived usefulness, Ease of use, Perceived Enjoyment, Actual use and dependent variable 'Intention to use' were examined that turned out to be significant at 0.01 level. The regression analysis also disclosed that the first independent variable "Perceived usefulness" is not positively related to dependent variable "Intention to use" while the other two independent variables "Ease of use" and "Perceived Enjoyment" are positively related to the dependent variable "Intention to use". For future research larger samples would be more suitable for usage and analysis.*

**Keywords:** Social Networking Sites (SNS), Information Technology, Facebook, Perceived Usefulness, Ease of Use, Perceived Enjoyment, Actual Use, Intention to Use

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### Introduction

Social networking sites play a vital role not only in the society as a whole, but also change the perspective of a person individually (Oliver & Kayas, 2017). The usage of the internet for the purpose of education is constantly increasing on one hand, while its usage for the sake of enjoyment and time killing is also large which mostly consist of youth and teenagers.

The research is carried out to examine the impression of social networking sites on student's academic performance. The need for research study arises to explore the effects of SNSs as an opportunity for university students. The research work allows one to get exposure about the intentions, motives and involvement of students towards SNSs, specifically Facebook, at the higher institutions in Sargodha, Pakistan. The creation and emerging of social networking sites greatly affect the behavioral actions and cognitive capability of students overall especially in the context of educational institutions in Sargodha Pakistan, (University of Sargodha, University of Central Punjab, University of Lahore, Reader College, Superior College, Quaid-e-Azam Law College).

Facebook was originally created for college students (Ellison, 2006). This statement is mostly discussed and argued in different studies with distinct justifications however there is no doubt to declare the current generation as ‘always connected generation’ due to the fact that information technology, internet and social networking sites have tightly bounded the current generation in its enthralling features, captivating characteristics and fascinating customization traits. The pattern of using these sites by the young generation specially the teenagers allows them to explore the study material, to examine the educational content and communication platforms. These communication platforms are useful in the selection and motivation process of students to demonstrate their notion with possible reason.

### **Research Objectives**

1. To highlight the role of social networking sites in student’s life at college and university level in Sargodha.
2. To observe the impact of perceived usefulness on intention to use Facebook that leads to its actual use.
3. To analyze the effect of perceived enjoyment on intention to use Facebook that leads to its actual use.
4. To find out their influence of perceived “use of ease” of Facebook that also leads to the intention of its actual use.

### **Literature Review**

Social networking sites are essential communities permitting people to attach and cooperate with each other on a meticulous subject matter or to just “hang out” together (Oliver & Kayas, 2017). Most of the students are attracted towards these sites because of its ease of use on one hand and direct access to their requirements on the other hand, the electronic devices like tablets, laptops, BlackBerry, iPod and smart phones provide useful and easy access through the internet in a short interval of time within a distance of some clicks.

Today students are not familiar with the world without the internet. In higher education, the occurrence of social media is essential if universities want to continue relations with their students. For these motives many universities have profiles on different social networks in order to assist communication between faculty and students distributing resources, and to articulate the “learner’s voice” (Oliver & Kayas, 2017). Such type of advanced facilitation of social networking sites allow students to share their possible personal intention towards the institution without any hesitation, moreover the platform provided by different universities with distinct features and characteristics results in students retention and withholding reviews and comments that would result beneficial for the universities meanwhile.

According to Christine, Beth, and John (2009) point of view today there are many social networking sites but among all the SNSs that amuses and entertain the user with unique and descriptive information profiles are more appreciated by people as an alternative to other networking sites that offer fewer options, features and customizations. Stella Wen Tian et al., (2011) questioned that new information on social networking websites motivates intensification and offer students with an ever rising educational community which in-response alternate both academic and social success. The informal method in which students connect with social networking websites somehow serves educational goals and academics objectives in better way due to essence of collaboration, cooperation and coordination between them. There is a sturdy connection between students and SNSs that result in increasing student motivation create positive attitudes and decrease uncertainty.



According to following statistical data it is observed that the total number of questionnaires is 256. Data was collected from students belonging to different age groups. The highest frequency that is 251 was analyzed from the first age group that is between 20-25 years old. It comprises 98% of the total frequency that clearly shows that the number of users of social networking sites specially the Facebook is youngsters and teen students that comprises a very large group. Statistical data shows that the most number of participants who filled the questionnaire belongs to Intermediate level and then Bachelors level. There were 128 students from different universities and colleges collectively who have the qualification till Intermediate level. Competing to it 121 students from different universities and colleges belonged to Bachelors level who filled the questionnaire.

According to statistical data it is observed that Facebook is mostly used by students as its frequency is 203 from total population that was 256. After Facebook students who use Instagram turnout to be 38 in number which is the second frequency but as compare to the first one it is very least that shows large margin between them. The frequency distribution in terms of spending time on the application that was presented as “Duration” results were moderate and reasonable with respect to other variables like age and qualification. The number of participants who has used the application less than 1 year was 88 so their percentage was 34.4%. The number of participants who used the application between 1-3 years was 76 and their percentage was 29.7%.

According to statistical data it is observed that the number of participants who use the application less than 1 hour turned out to be 133 at 52.0% of the total frequency of Hours. The number of participants who spend their time using application between 2-4 hours are 85 in frequency, so their percentage is 33.2 which is second highest percentage o the total frequency. Data was collected from students that showed most people use social networking sites for sake of communicating with their friends as it comprises 36% of the total frequency which is highest among others. The second highest frequency that was recorded 77 at the rate of 30.1% consists of the students who use social networking sites for the sake of leisure time.

**Correlations Table:**

Variable Name	P_U	A_U	P_E	E_O_U	I_T_U	
<b>Perceived Usefulness</b>	P_U	[0.6000]				
<b>Actual Use</b>	A_U	.216**	[0.666]			
<b>Perceived Enjoyment</b>	P_E	.498**	.150*	[0.684]		
<b>Ease of Use</b>	E_O_U	.338**	.213**	.445**	[0.721]	
<b>Intention to Use</b>	I_T_U	.361**	.190**	.441**	.459**	[0.754]

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

**PU and AU:** The Pearson coefficient of acquiring correlation that was costumed between perceived usefulness and actual use was found to be 0.216 that is 21.6% that shows association between both and that is founded to be significant at 0.01 which is entailed in the above table of Correlation. So it recommends that there is optimistic and significant affiliation between perceived usefulness and actual use in terms of using Facebook for connecting and seeking information.

**EOU and AU:** The Pearson coefficient of obtaining correlation that was established between ease of use and actual use was 0.213 that is 21.3% that shows association between both and which is considerable at 0.01 as obtainable in on top of table. Therefore this suggests that there is constructive and significant bondage between actual use and ease of use in terms of seeking information and easy to use in terms of its services and navigation.

**PE and AU:** The relationship between perceived enjoyment and actual use was found positive and significant for people who use Facebook. The correlation coefficient of the above two variables PE and AU is 0.150 that is 15% and is considerable at 0.05 that can be observed from the above table. This supports the notion that actual use is positively and significantly linked with the perceived enjoyment and both have association.

**ITU and AU:** The correlation examined between two variables which are intention to use and actual use was found 0.190 that is 19% that shows association between them and which is considerable at 0.01 as demonstrated in the above table. Therefore this suggests that there is constructive and significant bondage between actual use and intention to use in terms of using Facebook for getting necessary information and using Facebook in intention to continue and recommend others.

**PU and ITU:** The correlation observed between two variables which are perceived usefulness and intention to use was 0.361 that is 36.1% that shows association between them and which is considerable at 0.01 according to the above table. Therefore we can say that it entail that there is positive and important association between perceived usefulness and intention to use in terms of using Facebook for connecting with people and family and continuing using Facebook and recommending others.

**EOU and ITU:** One of the most far above the ground and significant correlation has been examined between the independent variables of the research; ease of use and intention to use Facebook. These two independent variables have coefficient of correlation as 0.459 that is 45.9% that is considerable at level of 0.01. Therefore the chance of connection could be exist between these two variables in terms of utilizing services and navigating Facebook and using it in intention to continue and recommend others.

**PE and ITU:** An elevated and significant correlation is observed between independent variables of the research study; perceived enjoyment and intention to use Facebook. These two independent variables have coefficient of correlation as 0.441 that is 44.1% which is considerable at level of 0.01. Therefore the chance of association could be prevailed between these two variables in terms of enjoying and using Facebook in intention to continue and recommend others.

**Regression:**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Est.	Change Statistics				
					R Change	F Change	df1	df2	Sig. F Change
1	.150 <sup>a</sup>	.022	-.005	.73582	.022	.810	7	248	.579
2	.244 <sup>b</sup>	.060	.029	.72315	.037	9.770	1	247	.002

- a. Predictors: (Constant), Usage, Application, Hours, Age, Gender, Qualification, Duration
- b. Predictors: (Constant), Usage, Application, Hours, Age, Gender, Qualification, Duration, I\_T\_U

The third step in results and discussion after frequency distribution and correlation is the regression technique used with the help of SPSS software for the analysis of data. In the first step of the model of the study, the demographic variables are entered as Usage, Hours, Application, Gender, Age, Qualification and Duration as control variables that gives out the R Square value as 0.022. In the Change Statistics column of the model summary of the regression table the significant F change is 0.579 whereas the R Square Change is 0.022 that is calculated with the help of inserting control variables values.

In the second step of the model summary the demographic variables are entered as control variables in addition to the independent variable of the theoretical framework which is ITU. The R Square was noted as 0.60 while the adjusted R Square value was recorded as 0.029. In the Change Statistics column of the above model summary of regression analysis it is observed that the R Square change is calculated as 0.037 whereas the Significant F change is 0.002. In the case of current study there is no use of mediation. In the first level of the theoretical framework the three variables PE, PU and EOU are acting as independent variables that are connected to ITU, whereas in the second level of the theoretical framework ITU is acting as independent variable that is directly influenced by the dependent variable AU.

**Coefficients Table:**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.077	.332		9.269	.000
	Gender	.202	.104	.138	1.936	.054
	Age	.010	.222	.003	.047	.963
	Qualification	.001	.092	.000	.006	.995
	Application	-.043	.070	-.039	-.614	.540
	Duration	.028	.050	.041	.553	.581
	Hours	.026	.058	.031	.448	.655
	Usage	-.055	.038	-.093	-1.429	.154
2	(Constant)	2.588	.362		7.155	.000
	Gender	.226	.103	.154	2.203	.028
	Age	.014	.218	.004	.066	.948
	Qualification	-.011	.091	-.008	-.122	.903
	Application	.006	.071	.006	.085	.932
	Duration	.013	.049	.019	.261	.794
	Hours	.009	.057	.011	.158	.875
Usage	-.043	.038	-.073	-1.130	.260	
	I_T_U	.145	.046	.206	3.126	.002

a. Dependent Variable: A\_U

In the first step of the table of coefficients demographic variables were entered in order to observe the change between standardized coefficients and un-standardized coefficients, moreover the p-value can also be observed.

In the second step of the coefficients table of the regression analysis the independent variable Intention to Use is entered with the demographic variables Gender, Age, Application, Hours, Duration, Qualification and Usage as control variables to observe the Beta value that is 0.0226 of ITU whereas the p-value by keeping the dependent variable Actual Use comes out to be 0.002 according to statistical data of the regression technique that is implied with the help of SPSS software.

**Table: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Change	F Change	df1	df2	Sig. F Change
1	.347 <sup>a</sup>	.121	.096	.99169	.121	4.863	7	248	.000
2	.578 <sup>b</sup>	.334	.307	.86829	.213	26.168	3	245	.000

The above model summary of the regression technique gives different results like R, R Square, Adjusted R Square, Standard error of the estimate and the Change statistics column showing mainly the R Square Change and Significant F Change. In the initial step all the seven demographic variables are inserted that acts as control variables including Usage, Application, Hours, Age, Gender, Qualification and Duration. In the second step of the regression analysis of the model summary all the three independent variables perceived usefulness, ease of use and perceived enjoyment were added with the control variables that gives the value of R Square as 0.334 whereas the R Square Change is 0.213 according to statistical data.

**Table: Coefficients**

Model		Un-standardized Coefficients		Standardized Coefficients Beta	
		B	Std. Error	t	Sig.
1	(Constant)	3.375	.447	7.543	.000
	Gender	-.170	.140	-.081	.228
	Age	-.027	.299	-.006	.927
	Qualification	.080	.124	.042	.521
	Application	-.339	.094	-.219	.000
	Duration	.102	.068	.107	.131
	Hours	.117	.078	.098	.135
	Usage	-.083	.051	-.100	.110
2	(Constant)	.116	.546	.213	.831
	Gender	-.127	.125	-.061	.311
	Age	.024	.263	.005	.928
	Qualification	.190	.111	.101	.088
	Application	-.201	.084	-.130	.018
	Duration	.016	.060	.017	.786
	Hours	.020	.070	.016	.777
	Usage	-.053	.045	-.065	.238
	P_U	.154	.083	.115	.065
	P_E	.275	.092	.195	.003
	E_O_U	.415	.081	.311	.000

a. Dependent Variable: I\_T\_U



In the initial step demographic variables were entered. In the second step independent variables Perceived Usefulness, Perceived Enjoyment and Ease of Use are entered with the demographic variables Gender, Age, Application, Hours, Duration, Qualification and Usage as control variables. The Beta value that observed was 0.115 of Perceived Usefulness, 0.1195 of Perceived Enjoyment and 0.311 of Ease of Use respectively. The p-value by keeping the dependent variable Intention to Use comes out to be 0.065 of Perceived Usefulness that is insignificant, 0.003 of Perceived Enjoyment that is significant and 0.000 of Ease of Use that is also significant at 0.005 according to statistical data of the regression technique that is implied with the help of SPSS software.

**Summary of Results**

The summary is about four hypotheses for students having impact of SNS on their lives specially in terms of using Facebook. It is analyzed in terms of hypothesis being supported or not supported for students of college and university level. The relationship between independent variables like PU, Perceived EOU and PE with respect to dependent variable as AU in presence of ITU the Facebook is summed up in tabular form in order to get the understanding of the hypothesis being supported. From the following table of hypothesis we can conclude that the first hypothesis that states PU of the Facebook SNS affect positively student’s intention to use is not supported according to descriptive results. The second hypothesis that state perceived EOU of Facebook SNS affect positively student’s intention to use it is supported according to statistical data. The third hypothesis that state PE of Facebook SNS affects positively student’s intention to use it is supported according to statistical data. The fourth and last hypothesis is also supported that student’s ITU to use Facebook SNS affects positively students AC.

**Summary of Results**

No	Hypothesis Statement	Results
H1	Perceived usefulness of the Facebook Social Networking Sites affect positively students’ intention to use it.	<b>Not Supported</b>
H2	Perceived ease of use of the Facebook Social Networking Sites affect positively students’ intention to use it.	<b>Supported</b>
H3	Perceived enjoyment of the Facebook Social Networking Sites affect positively students’ intention to use it.	<b>Supported</b>
H4	Students’ intention to use Facebook Social Networking Sites affect positively students’ actual use.	<b>Supported</b>

### Discussion of Results

**Research Question 1:** Do social networking sites play an important role in student's life at college and university level in Sargodha?

The objective of the research paper was to examine Facebook as a source of communication and potential information in the perspective of university and college students. The paper was also helpful and supporting the impacts of social networking sites on students of higher education institutions that how much they are involve and indulge in them. The results of our study also confirmed the same stand that SNSs play important role in student's life. The same results were also found by author (Arif & Kanwal, 2016) and (Kavoura, 2014) in their studies. They said "Social media also provide fast and vibrant means of communication to learn and collaborate among distance community irrespective of time and space" and "social media has a significant role to play in the creation of the brand experience on the internet for both firms and education institutions".

The ultimate purpose was to find out whether social networking sites specifically Facebook play significant role in the life of students at college and university level in Sargodha. According to statistical information and data that is analyzed through different descriptive techniques it is noted that most of the students preferred Facebook over other applications in terms of its ease of use and enjoyment. They like to spend most of their time using Facebook from one to four hours a day, they are keen interested to use Facebook for communicating friends, professional studies and leisure time. As most of the students were using it from one to three years and their retention shows that social networking sites specially Facebook play significant role in the lives of students of colleges and universities belonging from different departments and fields of study.

**Research Question 2:** What is the impact of perceived usefulness on intention to use Facebook that leads to its actual use?

In our study, it was an important factor to discuss that how students perceive the usefulness of Facebook and then its ultimate beneficial contribution in their studies. It is confirmed later in our study with the help of empirical evidences that students did not perceive it as much useful as it should be. The reasons behind this out of the way result is that student think there is no productive information that is available on Facebook that could enhance their knowledge. Instead Facebook only provide an entertainment and recreational activities. Same result is also found by the author Oliver and Kayas (2017) and they said "determining how the usage of Facebook can be improved by the promotion and marketing campaign of the university. The common outcome they came to know was low ranking as a student recruitment tool that shows its deficiency and defect in terms of its perceived usefulness.

**Research Question 3:** What is the effect of perceived enjoyment on intention to use Facebook that leads to its actual use?

In our research, one of the important factors to discuss was that how students perceive the enjoyment in using Facebook that eventually leads to its actual use. It is confirmed later in our study with the help of statistical substantiations that students did perceive it as enjoyable and recreational tool. The rationale behind this result is that students think that using Facebook is really interesting and fun. They can spend their time by using different applications and seeking entertainment and enjoyment through it. Therefore Facebook is source of entertainment and recreational activities for students of higher education institutions. The empirical data is supportive and accommodating the notion that students

like to spend much of their time in searching different customization options to seek possible pleasure and delight. The sense of satisfaction and gratification ultimately arouse when students of colleges and university uses Facebook and search for amusement and recreation.

**Research Question 4:** What is the influence of perceived “ease of use “on Intention to use Facebook that leads to its actual use?

In the study conducted, one of the significant factors to confer was that how students perceive the ease in terms of using facebook that finally leads to its actual use. It is established and confirmed afterwards in our study with the help of statistical and empirical data that students did perceive Facebook easy to use. The rationale behind this result is that using Facebook is effortless and easy with respect to its functions and services. Students of the higher educational institutions feel ease to understand and comprehend the functions and customization of Facebook. The statistical information is supportive and encouraging in this regard that the intention of students to use Facebook with the influence of its perceived ease of use eventually leads to its actual use.

### Conclusion

This study contributes to the momentum gaining body of knowledge that how social networking sites play a vital role in the life of students in terms of their level of interest and they are attracted towards them with their mere consent. All the three independent variables (Perceived Usefulness, Perceived Ease of Use and Perceived Enjoyment) were directly linked to the Intention of students to use Facebook and this intention leads to the dependent variable Actual Use. Social networking sites play an important and leading role in the making of an amazing know-how on the Internet for the fields like educational institutions and firms, industries and organizations. The wide use and adoption of different internet application is the reflection of need of technology and advancement that urged people to reduce the distance and communicate at best. In the case of students of colleges and universities the interaction and communication between students through social networking sites specifically Facebook had help them to linked in a better and advanced manner and solve the issues and difficulties collectively that comes to their way.

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