

## Impact of Facebook News Credibility on University Students

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### Abstract

Facebook is an online communication app where you can talk to everyone in the industry and see who they are and what they are doing right now. Things like advertising a variety of things, online stores, the percentage of your song and people and you will be paid. However regardless of all those stories sharing equally fake information the biggest problem you can focus on may be more than eight billion people on Facebook and only important international communication apps. However, they do not have the authenticity of what people send to you how to check that out before sharing with other people. I have found many things as a way to get any information or to do lessons on any relevant topic and it helped me to make many drawings in my future studies, it is very important to get their thoughts and ideas because in fact every day we see information. The impact of Facebook news fidelity on University student. On Facebook anyone posting a variety of things to people is under attack without doing their own studies or research right now. This simplicity revealed details with their best friends and acquaintances without understanding the details as we have seen many incidents in us. The impact on the reliability of Facebook news to University students, many of them were false rumors about the institution.

**Keywords:** Facebook, Rumors, Impact on academia, Authenticity, News credibility

### Introduction

Facebook, a digital platform connecting over eight billion individuals worldwide, has become an integral part of daily life, offering a space for people to share, connect, and engage. Founded in 2004 by Mark Zuckerberg, the platform has 7.5 billion users, playing a pivotal role in shaping communication methods in the digital age. In Pakistan, 19.4% of the population actively uses Facebook, with a majority being male users, forming a vibrant online community where ideas are exchanged through text and video. However, introduces challenges related to the authenticity of shared information. In the absence of built-in mechanisms to ensure the veracity of content, users bear the responsibility of independently verifying the accuracy of information before sharing it. The profound impact of Facebook on people's lives spans various activities, including incidents, promotions, advertisements, and interactions. While it serves as a powerful tool for global connectivity, caution is essential to mitigate the potential consequences of misinformation.

Facebook stands alongside other social media giants such as WhatsApp, Messenger, Twitter, and Instagram, collectively shaping the way individuals communicate and share information. Despite its immense popularity and positive contributions to societal causes, Facebook is not without its drawbacks. Particularly among high school and college students, excessive usage can lead to neglect of academic responsibilities, potentially resulting in educational challenges and dropout rates. In navigating the complexities of Facebook, it is crucial for users to exercise personal responsibility and diligence in verifying information. The absence of inherent mechanisms for fact-checking underscores the need for individuals to rely on reliable sources such as information centers, newspapers, and news channels. Independent verification becomes paramount to maintain the integrity and accuracy of information shared on the platform. While acknowledging the potential pitfalls, it's essential to recognize Facebook's positive role in promoting social, political, and educational causes. Professionals leverage the platform to disseminate information on health, education, and bullying, contributing to the greater good. The platform's ability to foster online communities provides a space for constructive dialogue and collective action. Facebook's influence on global communication is

undeniable. Its capacity to connect people and facilitate the exchange of ideas is immense, but this comes with the responsibility of ensuring the accuracy of shared information. As users engage with the platform, a balanced approach that appreciates both its benefits and challenges is crucial. In the digital age, Facebook remains a powerful tool that, when used responsibly, can contribute positively to societal progress and connectivity.

### **Objectives**

- ✓ To focus on Impact of Facebook news credibility on University students.
- ✓ To find out how Facebook effects on students and their goals.
- ✓ To explore whether the Facebook news are Authentic or not.

### **Research Questions**

- ✓ Why does university student still waste their time on Facebook?
- ✓ How do Facebook effects our studies and goals?
- ✓ Why there is more rumors than the actual news on Facebook?

### **Hypothesis**

- ✓ There is negative impact of Facebook news on university level students.
- ✓ People mostly spends hours and hours on Facebook which result in their low grade.
- ✓ Facebook create so much confusion and misunderstanding.

### **Literature Review**

The contemporary landscape of digital communication introduces a noteworthy advantage in the form of social networking, where users can establish public or individual profiles and engage with one another. Facebook, as an exemplar of a social networking site, has assumed a pivotal role in the lives of many young individuals (Peterson, 2017). From Marta's perspective, Facebook stands as a current and valuable tool for various campaigns. Research by Wojcieszak and Mutt underscores that 55% of young people actively participate in political discussions within chat rooms and internet forums, emphasizing the platform's role in shaping political discourse (Peterson).

Young people, identified as substantial users and consumers of new media, demonstrate a heightened exposure to political information on candidates' Facebook pages, as evidenced by studies conducted by Towner et al. (Moss-Berger, Krueger et al.). Furthermore, Martinez and Wartman's recent investigations delve into the Facebook campus culture, exploring college students' viewpoints and revealing diverse reasons for their engagement with the platform. Four logical themes emerge from their ethnographic study, encompassing usage awareness, college culture, identity considerations, voyeurism, and impression management (Martinez and Wartman).

Pew Research Center and the American Life project findings suggest that 28% of young internet users maintain personal blogs, indicating the prevalence of online expression. The intersection of politics and new media platforms, such as weblog discussions and social media, is increasingly apparent. However, concerns have been raised regarding the impact of excessive internet use on academic achievement. Kubey, Lavin, and Barrows note a clear correlation between increased online time and academic challenges, with students spending more time online experiencing homework-related difficulties. Venden Boograt's research adds that students with lower GPAs tend to be more frequent users of Facebook, highlighting potential academic implications (Kubey, Lavin, and Barrows; Venden Boograt).

In analyzing the broader socio-political context, Popkinjermy's observations suggest that media's influence during revolutionary crises is deeply intertwined with societal media system changes. Sabramanian et al. (2012) emphasize the advantages of using social media, like Facebook, in terms of social capital gains, contrasting with studies that outline potential adverse effects on academic performance. This study aims to comprehensively understand the pros and cons of Facebook use among US college students, exploring its dual impact within a hedonic setting and through the lens of the social capital concept. Preliminary findings shed light on the implications, guiding future research directions (Huseyin Bicen, January 2013)

### Methodology

This research employs a quantitative research technique, focusing on numerical data such as statistics and percentages. The data collection process primarily involves opinion surveys designed to yield precise and quantifiable results. The data collection methodology adopted convenience random sampling. The respondents were drawn from the student population of Sindh Madressatul Islam University and Federal Urdu University. Collects survey form both universities based in Karachi, I choose only 100 Students sampling because the ratio of Facebook usage is increasing day by day among the teenagers. Through random sampling, I went to University and gave the questionnaires separately to the respondents according to the sample size and allowed them to fill the questionnaires with the information and then analyzed the views or answers of the respondents of various questions which become the prove of my hypothesis on the basis of percentage achieved in each question.

#### Demographic Characteristics of the Respondents

	Percentage%
<b>Gender</b>	
Male	65
Female	35
<b>Age</b>	
18 - 20 years	35
21 to 25	43.2
26 to 29	11.2
30 to 35	6.3
36 to 40	2.4
Above 40	1.9

#### Data Finding and Discussion

**Table 01**

Undergraduate	61.2%
Graduate	21.4%
Postgraduate	6.8%
Master	6.8%
MPhil / P.HD	3.9%

In Table 01, the majority of participants were enrolled as undergraduates, comprising 61.2% of the respondents. Graduates accounted for 21.4%, while 6.8% represented individuals in postgraduate and master's programs. Additionally, 3.9% of the respondents were pursuing MPhil/PhD degrees.

**Table 02**

Sindh Madressatul Islam University, Karachi	48.1%
Federal Urdu University, Karachi	51.9%

48.1% of the respondents originated from Sindh Madressatul Islam University, Karachi, while the remaining 51.9% were affiliated with Federal Urdu University, Karachi.

**Table 03**

<b>Do you have Facebook account?</b>	
Yes	73.3 %
No	26.7 %

Table 3 indicates that 73.3% of the respondents utilize the Facebook platform, whereas 26.7% do not engage with the Facebook platform.

**Table 04**

<b>If you use Facebook how many ID's do you have?</b>	
1	62.6%
2	23.3%
3	10.7%
More than 3	3.4%

Table 4 illustrates that 62.6% of the respondents possess a single Facebook ID, 23.3% have two IDs, 10.7% maintain three IDs, and 3.4% have more than three IDs.

**Table 05**

<b>How many hours you use Facebook in a day?</b>	
4 Hours	69.9%
6 Hours	14.6%
8 Hours	21%
More than 8 Hours	5.3%

Table 5 outlines that 69.9% of the respondents use Facebook for 4 hours daily, 14.6% dedicate 6 hours, 21% allocate 8 hours, and 5.3% spend more than 8 hours on Facebook each day.

**Table 06**

<b>What is your source of using Facebook?</b>	
Computer	15.5%
Laptop	18%
Mobile	66.5%

Table 6 reveals that 15.5% of respondents access Facebook through a computer, 18% utilize a laptop, and the majority, constituting 66.5%, access Facebook through smartphones.

**Table 07**

<b>For what purpose you use Facebook?</b>	
Education	7.3%
Information	20.4%
Entertainment	28.6%
All of these	43.7%

Table 7 indicates that 7.3% of the respondents use the Facebook app for educational purposes, 20.4% for information, 28.6% for entertainment, and a significant portion, comprising 43.7%, choose all of these options.

**Table 08**

<b>Do you understand Facebook impacts on your study?</b>	
Yes	60 %
No	40 %

In response to the question about awareness regarding the impact of Facebook on their studies, 60% of the respondents answered affirmatively (YES), while 40% chose the negative response (NO).

**Table 09**

<b>Does Facebook is helpful for getting news?</b>	
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Yes	45.6%
No	23.3%
Somehow	31.1%

When asked whether Facebook is helpful for obtaining news, 45.6% of respondents answered affirmatively (YES), 23.3% responded negatively (NO), and 31.1% indicated a more nuanced perspective, selecting "Somehow."

**Table 10**

<b>You're Opinion about Facebook news credibility?</b>	
Negative	20.9%
Positive	35.9%
Average	43.2%

In response to the question about their opinion on Facebook news credibility, 20.9% of respondents expressed a negative view, 35.9% held a positive opinion, and 43.2% considered it to be average.

**Table 11**

<b>Do you consider Facebook news is authentic?</b>	
Yes	47.35%
No	52.65%

In the inquiry about whether respondents consider Facebook news as authentic, 47.35% affirmed with a "yes," while 52.65% responded with a "no."

**Table 12**

<b>Have you ever been affected by fake news on Facebook?</b>	
Yes	49.6%
No	50.6%

In response to the question of whether respondents have ever been affected by fake news on Facebook, 49.6% answered affirmatively, while 50.4% responded negatively.

**Table 13**

<b>What the impacts Facebook exerts on your academic and social life?</b>	
Negative Impacts	28.2%
Positive impacts	45.6%
NOT	26.2%

When asked about the impact Facebook exerts on their academic and social life, 28.2% of respondents reported negative impacts, 45.6% mentioned positive impacts, and 26.2% stated that they did not experience any significant impact.

**Table 14**

<b>Do you think Facebook news increase your knowledge about current affairs?</b>	
Yes	55.5 %
No	44.95%

In response to the question of whether Facebook news increases knowledge, 55.1% of respondents answered affirmatively, while 44.95% responded negatively in the survey.

**Table 15**

<b>Do you think Facebook plays a vital role in your academic's performer?</b>	
Yes	44.7%
No	55.3%

It was asked that do Facebook plays a vital role in our academics so 44.7% respondents said yes, 55.3%

**Table 16**

<b>Your source of getting information on Facebook?</b>	
Facebook pages	32.5%
Facebook groups	23.8
Scrolling	43.8%

When queried about their source of obtaining information, 32.5% of respondents chose Facebook pages, 23.8% opted for Facebook groups, and 43.8% selected information obtained by scrolling.

**Table 17**

<b>Do you share Facebook news with your friends without knowing the facts?</b>	
Yes	42.5%
No	57.5%

It was asked that do you share anything without knowing the facts, so 42.5% said yes, 57.5 percent is accurate

**Table 18**

<b>Facebook is more authentic as compare to other social networking sites?</b>	
True	51%
False	49%

It was asked that Facebook is more authentic as compare to other apps, so 51% respondents selected true and 49% selected false.

**Table 19**

<b>Which updates you mostly like on Facebook?</b>	
Political	15%
Educational	32.5%
Social	27.2%
Memes	25.2%

In response to the inquiry about preferred updates, 15% of respondents indicated a preference for political updates, 32.5% for educational updates, 27.2% for social updates, and 25.2% for memes.

**Table 20**

<b>Do you think usage of Facebook had negative impacts?</b>	
Yes	38.8%
No	33.5%

It was asked that usage of Facebook had negative impacts, so 38.8% respondents said yes, 33.5% said no, 27.7% said may be.

**Table 21**

<b>After creating an account on Facebook, do you think any difference is come in your academic performance?</b>	
Yes	55.3%
No	44.7%

In response to the question of whether there is any difference in their academic performance before and after using Facebook, 55.3% of respondents affirmed that there is a difference, while 44.7% responded in the negative.

## Discussion

Social media is becoming a big part of our professional and personal lives, allowing everyone to communicate, share, and connect online. Institutions, organizations, and industries worldwide have embraced technology, using platforms like Facebook, WhatsApp, LinkedIn, Twitter, and others. These platforms offer a wealth of information, from job listings to travel guides and movie reviews. The findings from this research on the credibility of Facebook news lead to several conclusions. Most respondents were around 25 years old, and many were bachelor's students. A significant majority (69.9%) had been using Facebook for over six years, spending about four hours daily on the platform for

entertainment and education. Despite being mostly bachelor's students, many respondents doubted the authenticity of Facebook news, believing it's crucial to verify information. Mobile phones were the preferred device for accessing Facebook (66.5%), followed by laptops (18%) and computers (15.5%). Monthly spending on Facebook packages, especially on Zong and Ufone, was considered expensive, suggesting a need for more affordable options for students.

The majority had negative opinions about Facebook news, with 39.3% believing it negatively impacts their study goals. Many didn't find Facebook helpful for getting information, and 28.6% questioned the authenticity of Facebook news. When asked to compare Facebook with other social networking sites, 51% preferred Facebook, possibly due to its popularity, but concerns were raised about privacy and data security. This study sheds light on users' perceptions and behaviors regarding Facebook, emphasizing the need for awareness in navigating the digital landscape.

## **Conclusion**

The emergence of social media technologies, notably Facebook, has revolutionized interpersonal and professional interactions. These platforms serve as hubs for communication, content sharing, and networking. Globally, institutions and organizations have integrated technology into their operations, leveraging social media platforms such as Facebook, WhatsApp, LinkedIn, and Twitter to disseminate information spanning job opportunities, travel guides, and literary classics.

The insights derived from the research on the "Credibility of Facebook news" offer valuable perspectives. The typical participant, averaging around 25 years old, primarily pursued bachelor's degrees. The study unveiled that a significant majority had been active on Facebook for over six years, dedicating around four hours daily to the platform for entertainment and educational purposes. Despite this extensive usage, there was a prevalent skepticism, particularly among students, regarding the credibility of news on Facebook. Many participants expressed the view that news should be verified through credible sources before being fully trusted. Mobile devices were the preferred means of accessing Facebook, and concerns were raised about the affordability of monthly expenditures on Facebook packages, especially for financially constrained students. A noteworthy portion of students harbored negative sentiments about the impact of Facebook news on their academic goals.

This study highlights how it's crucial to have strong privacy rules and safety measures. As technology keeps changing, it's important to find a middle ground between the good things social media platforms like Facebook bring and the worries about whether the information is trustworthy and our data is safe. This research shows the ongoing difficulties and chances in the world of digital communication and sharing information. The study revealed the credibility of Facebook news on University Students create a balance between their studies and social media. According to our survey report, students share the post or news without knowing the truth. They should first investigate whether it is true or just rumor.

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