

EFFECTS OF FACEBOOK INFOTAINMENT ON CONSTRUCTION OF REALITY OF YOUTH: A CASE STUDY OF KPK PUBLIC SECTOR UNIVERSITIES OF PAKISTAN

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ABSTRACT

Facebook ranked in third place out of all the social media platforms has turned into an irreplaceable source where the mass can communicate, interact, and receive information. The young people are active Facebook users where they follow a variety of content such as music, dramas, films, posts, advertising materials, etc. This exposure results in drastic changes in their mental approach and even their mannerisms especially in as far as physical exercises are concerned. The relationship between content on Facebook and the physical actions of youth is examined by this study to determine the effect on motivation. Intending to adopt a quantitative method, the current study administered a cross-sectional survey to 100 participants from Kohat University of Science and Technology, Kohat. This study also shows that Facebook content influences the physical behavior of youths with most of the respondents admitting the site has an effect on encouraging them to exercise. The current investigation offers useful insights and findings concerning the impact and reception of social media on young people's perceptions and behavioral patterns in relation to exercise and recreation, thereby reflecting a need for appropriate and responsive social media practices, and for addressing the general issues of promoting a healthy lifestyle among contemporary young adults effectively.

INTRODUCTION

It must also be said that social networking platforms have significantly changed in the world, people's approach to receiving information, communication, and even their free time. Specifically, Facebook is one of the best social media platforms through which information, entertainment and interaction is shared (Kaplan & Haenlein, 2010). Thus, the principle of infotainment or reinforcement of the content with negative emotions and information elements has become one of the hallmarks of the

content strategy of the Facebook edition (Van Dijk, 2013).

Background of the Study

Social media has become a common phenomenon in the world today since it affects the way of perceiving information in the population, communication and free time spending (Kaplan & Haenlein, 2010). In the present context, Facebook is well established among all other social networking sites as a key

media in the sharing of information, entertainment, and social communication (Van Dijk, 2013).

The infotainment content present on Facebook has gained popularity since young people (Westerman et al., 2014). Community content in this case comprises news articles, videos, memes and any content that is in multimedia form which is intended to inform users and make them entertained at the same time (Kim & Lee, 2014).

According to Sundar and Nass (2001), studies have revealed that exposure to infotainment content on social media platforms can alter users attitude, perception and behaviors. For instance, Cohed et al(2015) observed that health- related infotainment content enhances the users' knowledge, attitude and behavior intention among the users of the social media.

But there is surprisingly scant data relating to its effects of Facebook infotainment to youth physical behavior. This research therefore seeks to fill this gap by investigating the impacts of Facebook infotainment on the physiological activity of youths.

Problem Statement

Lack of physical activity now poses a significant threat to the health of the people most alarming being the youth. The WHO suggest 150 minutes of moderate activity a week or 75 minutes of vigorous intensity activity a week (WHO, 2018). Unfortunately, most youths do not adhere to these guidelines and low physical activity is a strong linked to the development of numerous CHD, such as obesity, diabetes, and cardiovascular diseases (Hinkley & Taylor, 2012).

Hypothesis

1. There is a positive correlation between Facebook infotainment exposure and perceived reality among youth
2. Facebook infotainment exposure has influence on youth's attitudes towards physical activity
3. Social support from family and friends does not moderate the relationship between Facebook infotainment exposure and physical behavior.

Objectives of the Study

The primary objective of this study is to explore the effects of Facebook infotainment on the

construction of reality of of youth. Specifically, the study aims to:

1. Determine the relationship between Facebook infotainment and physical activity levels among students.
2. Examine the motivations and barriers that influence students' physical behavior.
3. Identify the impact of Facebook infotainment on students' attitudes and perceptions towards physical activity.

Study Questions

1. Is there a significant relationship between Facebook infotainment exposure and physical behavior among youth?
2. Does Facebook infotainment exposure influence youth's attitudes towards physical activity?
3. Does social support from family and friends influence the relationship between Facebook infotainment exposure and physical behavior?

Significance of the Study

It is equally important to explain why this study is useful in the following ways. First of all, it extends the knowledge about effect of social media usage on physical activities of youths, which is understudied in the literature. Secondly, it offers an understanding of intention with different motivational and barrier factors regarding the youth physical behavior so as to develop effective strategies to encourage youth to adopt healthier lifestyle behaviors including physical activity. Last but not least, the outcomes of the study inform policymakers, educators, and health specialists that strengthen parental support to encourage youths to embrace physical activity to prevent the uptake of chronic diseases.

Rationale of the study

It is pointed that social media changed the patterns of consuming information, social communication and leisure time for people (Kaplan & Haenlein, 2010). Among the social media platforms, Facebook stands alone as one of the most popular means of sharing information and entertainment as well as social communications (Van Dijk, 2013). Although social networking is becoming increasingly popular, especially among the younger generation, there is a feeling that slump

may be encouraged as people become more and more occupied with social media use, and this contradiction is, in particular, reflected in the research done by Hinkley and Taylor (2012).

However, more often than not, there is inadequate research on concrete effects of aspects of infotainment on youth physical behavior with regards to Facebook use. However, this knowledge is limited and insufficient in terms of understanding the impact of Facebook infotainment on the approach and actual physical demeanor of youth. In this study the change in physical activity level as a result of Facebook infotainment will inform the social media use, and index of youth physical behavior (Cohen et al., 2015). Such knowledge can be useful for the development of intervention aimed at physical activity and healthy lifestyle of young people.

Literature Review

Social Media and Physical Activity

Many past studies have concluded that social media use tends to affect a person's exercise regimen. Various research studies done in past have shown that social media can give a voice to the people to converse with the rest of the society in matters concerning physical activity, such as the research study by Carron et.al (2017). Similarly, Kim and Lee (2014) have noted that users' interaction with health content on SNS raises their level of knowledge as well as their attitudes toward healthy behaviors.

Facebook Infotainment and Physical Behavior

It has also been stated that Facebook infotainment affects users' physical behavior in a big way. According to Westerman et al in their study done in 2014, they concluded that, high Facebook usage was inversely related to physical activity and more so related to sedentary behaviors. One study by Cohen et al. (2015), showed that if users were exposed to health-related infotainment content within their Facebook news feeds their intentions to engage in physical activity would be enhanced.

Social Media and Youth Physical Activity

Past studies proved that social networking platforms can have a large effect on the levels of exercise from young persons. Hinkley et al., (2012) also supported this particular agreement through a

finding he established in his study that showed that young persons who spent most of their time browsing on the social sites were likely to spend less time in physical activities due to the sedentary behaviors promoted online.

Facebook Infotainment and Youth Physical Behavior

It was also found that Facebook infotainment has an effect on physical behavior among the youths. Kim and Lee (2014) pointed out that by consuming health-related infotainment content on Facebook, youths' health knowledge and perception enhanced.

The Role of Social Influence

People influence has been found to be instrumental in influencing youths' physical behavior. A quantitative study conducted by Carron et al. (2017) revealed that social media afford user a chance to meet and transforming the youth to introduce other young people with Passion towards physical activity.

Limitations of Existing study

To a great extent, the findings of the above-presented study build upon the existing literature and contribute to extending the understanding of the relationship between SMM and physical activity of youths, but there are certain limitations. Of course, there have been numerous investigations with an emphasis on the effects of social media on overall PA in youths without paying attention to the influence of Facebook infotainment.

Theories Underlying Social Media and Youth Physical Activity

There are several hypotheses in this direction regarding the effects of social network sites on youth physical activity. The Social Cognitive Theory (SCT) says that people acquire new behaviors by modelling their behavior from others (Bandura, 1986). A significant aspect of SCT is the concept of self-efficacy, where individuals' belief in their ability to perform specific behaviors is influenced by social media content. Facebook's interactive features, such as likes, shares, and comments, not only reinforce learned behaviors but also boost confidence in expressing opinions or adopting certain practices. This is particularly

relevant to youth in KPK, who may rely on social validation to form or adapt their beliefs and actions based on shared infotainment content. Furthermore, the observational learning enabled by Facebook's multimedia content videos, reels, and posts provides vivid examples of behaviors, making it easier for users to internalize and replicate them.

The Role of Parental Influence

Several observed research works have indicated that Parental influence does has a role to play in influencing youth physical behavior. In another study by Westerman et al., (2014), parents social media use was revealed to predict their children's physical activity. This study also shows that Facebook infotainment has an increase effect on youth physical behavior among the youths. Cohen et al., 2015 revealed that when the young people are exposed to the health-related infotainment content through their Facebook their intentions in practicing health are boosted.

Methodology Research Design

This research work will make use of a quantitative research method, known as survey research method, to investigate Facebook infotainment and physical behavior of youths.

Variables

Independent Variable

Frequency and duration of Facebook use, kinds of content with which the participants engaged, and the amount of patient-physician interaction they experienced

Dependent Variable

Physical behavior (by self-reported physical activity, time spent in SSB, and exercise)

Moderator Variables

Demographics (age, gender, education status, social support (friends and family) encouragement, perceived behavioral control (ability to do physical activity).

Control Variables

Body mass index (BMI), health status, and access to physical activity resources

Conceptualization and Operationalization Facebook Infotainment Exposure

Conceptualization: Facebook infotainment exposure is the level of participants' awareness with the content concerning health issues shared on Facebook.

Operationalization: Using a self-administered questionnaire that included questions about the number of times and the length of time spent on Facebook, as well as the type of content and health related content.

Physical Behavior

Conceptualization: Physical behavior is defined as participants' physically activity level, inclining movement, and exercise regimen.

Operationalization: Items were the IPAQ and a self-administered questionnaire of physical activity levels, sedentarism, and exercise regimes.

Sampling Strategy

In the present study convenience sampling will be employed to select participants from the Kohat University of Science and Technology (KUST). Inclusion criteria will include age of 18-25 years, Facebook user, and willingness to participate.

Sampling size

Total number of 100 students will be selected on the basic of convenience sampling technique

Data Collection

Data will be collected using online and offline questionnaires.

Data Analysis

Descriptive statistics and inferential statistics (regression analysis) will be used to analyze the data.

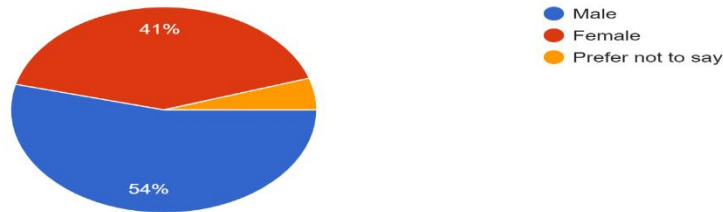
Ethical Considerations

Informed consent will be obtained from participants, and confidentiality and anonymity will be ensured.

Data Analysis

Figure. 1

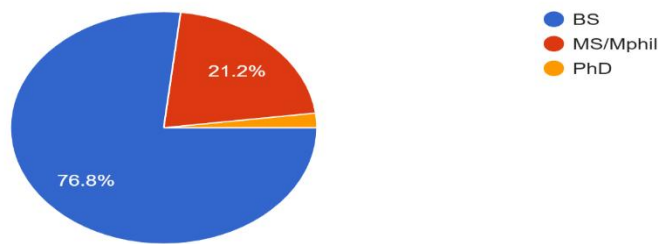
Demographics
100 responses



Explanations: According to respondents, 54% male and 41% female use Facebook. Rest of respondents has not shown their gender

Figure. 2

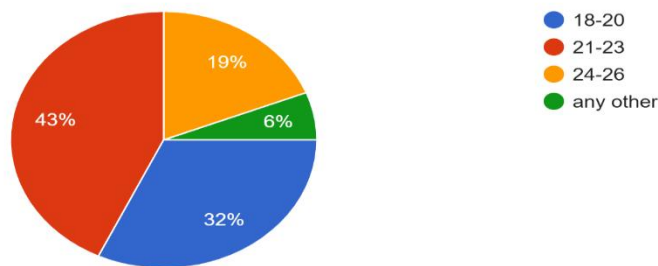
Education Level
99 responses



Explanations: 76.8% responded are BS undergraduate students 21.2% are graduate students and remaining are PhD students.

Figure. 3

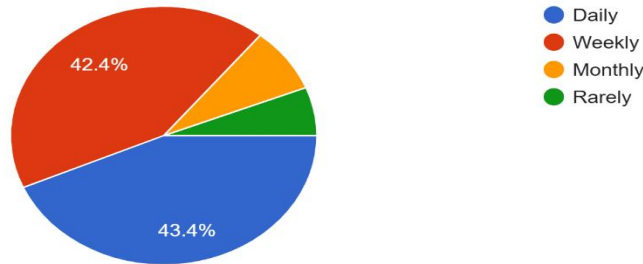
Age
100 responses



Explanations: 43% respondents were of age group 21-23, 32% respondents were of age group 18-20, 19% were of age group 24-26 and 6% were from age group higher than this.

18-20, 19% were of age group 24-26 and 6% were from age group higher than this.

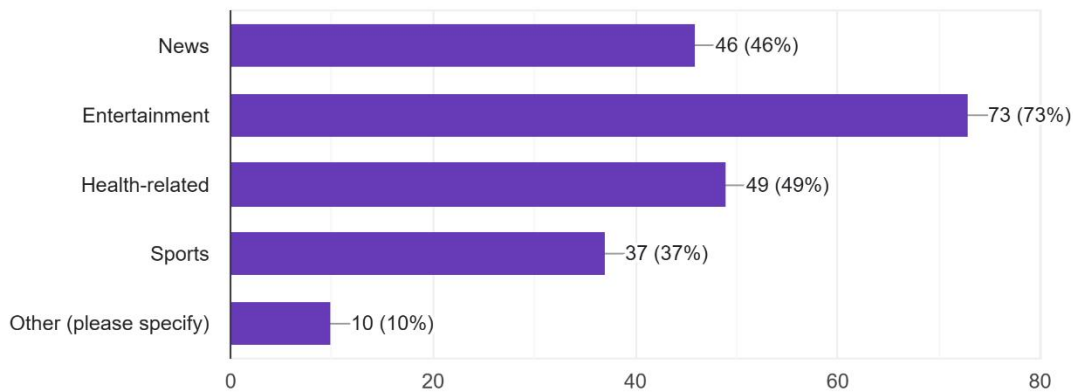
How often do you use Facebook?
99 responses



Explanations: frequency of respondents use Facebook are 43.4% are daily, 42.4% are weekly and remaining are monthly and rarely

Figure. 5

What type of content do you usually view on Facebook? (Select all that apply)
100 responses

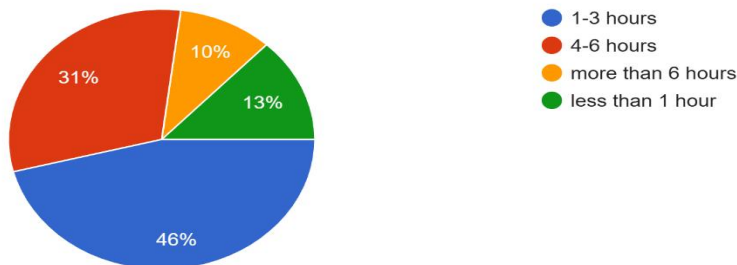


Explanations: Frequency of Facebook content use shows that 73% respondents use Facebook for entertainment, 45% use for News, 49 % use for

Health-related topics, 37% use it for sports content and 10% use it for other purposes.

Figure. 6

How many hours do you spend on Facebook per day?
100 responses

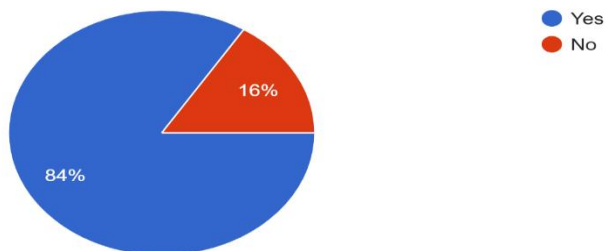


Explanations: This figure shows frequency of time spent on Facebook. According to figure 46% consume 1-3 hours, 31% consume 4-6 hours, 10%

respondents consume more than 6 hours and only 10% consume less than 1 hours.

Figure. 7

Do you engage with health-related content on Facebook? (Like, comment, share)
100 responses

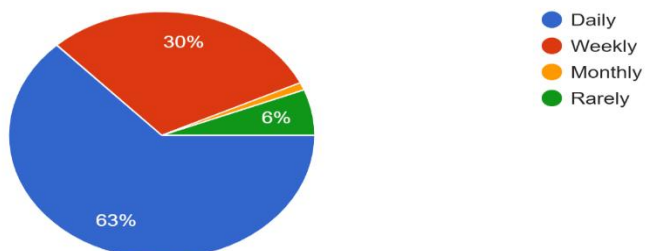


Explanations: Figure show the response of respondents related to health issues, which is 84%

use Facebook for health-related content while other do not use it for health purposes.

Figure. 8

How often do you engage in physical activity (e.g., exercise, sports)?
100 responses



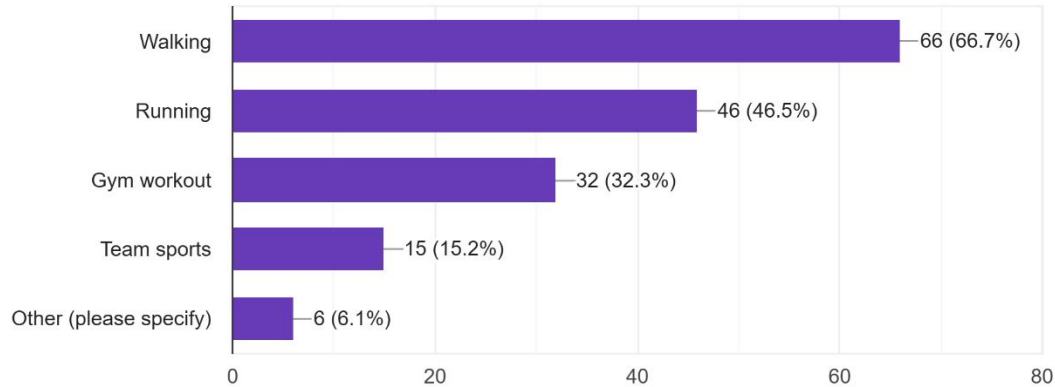
Explanations: figure is related to use of Facebook for physical activity motivation. 63% engage daily,

30% engage weekly, 6% rarely and others monthly.

Figure. 9

What type of physical activity do you usually engage in? (Select all that apply)

99 responses



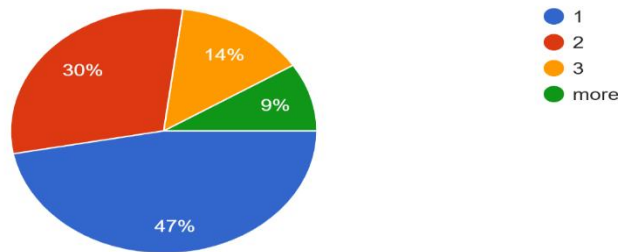
Explanations: figure is related to engagement to physical activity. 66.7% do walking exercises, 46% do running, 32.3% go for GYM workout,

15.2% are team sports and rest are engaged in other activities.

Figure. 10

How many hours do you spend on physical activity per week?

100 responses

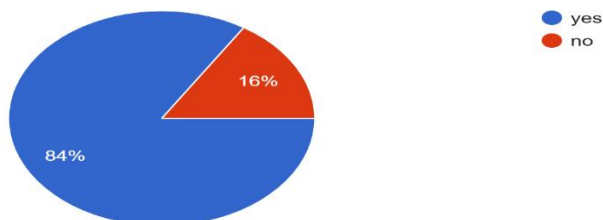


Explanations: figure shows frequency of hours spent on physical activity per week. Its shows

47% spent maximum hours and 30%, 14% and 9 % consecutively use less hours per week.

Figure. 11

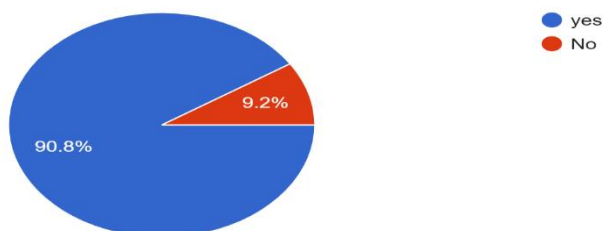
Do you have a regular exercise routine?
100 responses



Explanations: Figue is related to exercise habits on regular basis. 84% do exercises and others do not involve themselves in exercises.

Figure. 12

Do your family and friends encourage you to engage in physical activity?
98 responses

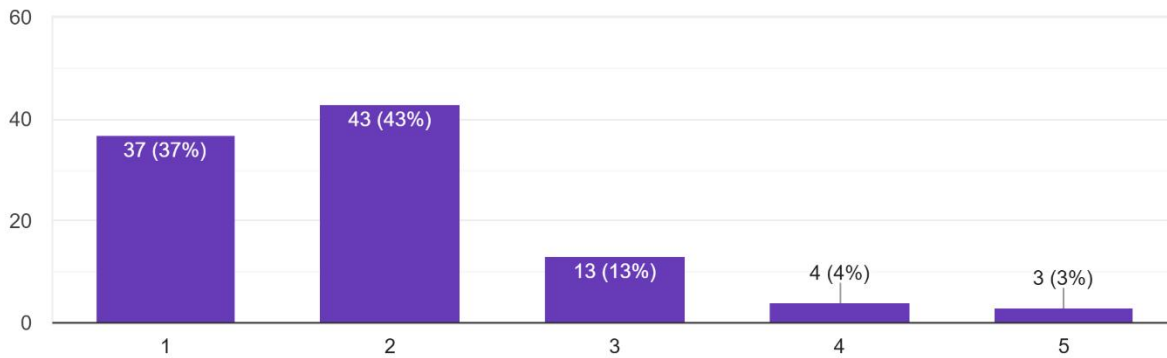


Explanations: Figure is related to encouragement factor from family and friends

about physical activity. 90% respondents are encouraged to do exercises and physical activities.

Figure. 13

How confident are you in your ability to engage in physical activity?
100 responses

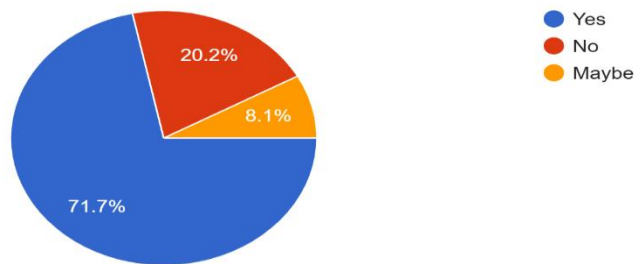


Explanations: figure is related to ability to engage in physical activity. 43% respondents are fully confident, 37%, 13%, 14% and 3 % in

frequency are confident about their ability to engage in physical activity.

Figure. 14

Have you ever tried a new physical activity after seeing it on Facebook?
99 responses

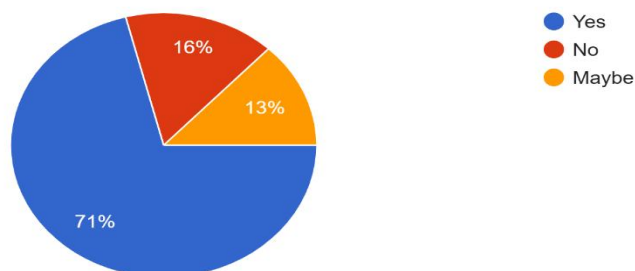


Explanations: Figure is related to physical activity and its relation to Facebook exposure of such like content. 71.7% respondents have

changed behavior and tried doing exercises after exposing to Facebook physical and health related topics.

Figure. 15

Do you think Facebook infotainment has improved your physical health?
100 responses



Explanations: figure is related to improved physical health and its relation to Facebook such like content. Study shows 71% respondents improved physical health following Facebook content

Findings and Conclusion

This study explored the effects of Facebook infotainment on the construction of reality among youth in KPK public sector universities. The findings suggest that Facebook infotainment exposure significantly influences youth's perceptions of reality, with heavy exposure leading to a distorted view of reality about physical behavior related to health and fitness.

Key findings of the study are

Q1. Is there a significant relationship between Facebook infotainment exposure and physical behavior among youth?

According to youth responses, 47% spent maximum hours while 30%, 14% and 9 % consecutively use less hours per week in result of which 71% respondents improved physical health following Facebook content, 71.7% respondents have changed behavior and tried doing exercises after exposing to Facebook physical and health related topics.

Q2. Does Facebook infotainment exposure influence youth's attitudes towards physical activity?

According to youth responses 71% respondents improved physical health following Facebook

content, 71.7% respondents have changed behavior and tried doing exercises after exposing to Facebook physical and health related topics.

Q3. Does social support from family and friends influence the relationship between Facebook infotainment exposure and physical behavior?

According to youth responses, encouragement factor from family and friends about physical activity drives youth towards physical activity, 90% respondents are encouraged to do exercises and physical activities.

The findings reveal that Facebook content has a significant impact on youth's physical behavior, with the majority of respondents acknowledging its influence on their motivation to engage in physical activities. The study's results provide valuable insights into the role of social media in shaping youth's attitudes and behaviors towards physical activity, highlighting the need for responsible social media practices and targeted interventions to promote healthy lifestyles among young adults.

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