Effect of Internet Addiction on University Students: Thematic Analysis of Teachers' Perspective

Saima Nasreen*[1] Dr. Nargis Abbas Mirza[2]

1. Lecturer, Department of Education, University of Sargodha, Punjab, Pakistan, saima.nasreen@uos.edu.pk
2. Assistant Professor, Department of Education, University of Sargodha, Punjab, Pakistan

Abstract

Internet has transformed the world into a virtual village and the use of technology has become inevitable in this age. Despite the stunning side of internet, some severe dilemmas such as internet addiction have also emerged among university students. The current study was aimed to explore those factors which lead towards internet addiction, and to examine the effects of internet usage on youth. Furthermore, the study explained that the internet addiction is a complex phenomenon and there could be several reasons behind it. The potential factors which lead to internet addiction might include peer influence, institutional environment, ease of access, affordability, escape from problems, anonymity, possession, home environment etc. The research design adopted was qualitative in nature. The purposive sampling technique was used to select the sample, and the tool used for data collection was an interview guide. Moreover, for the in-depth study of the phenomenon of internet addiction, the open-ended interviews were conducted from 15 faculty members of three selected public sector universities of the central Punjab. The data was analyzed through thematic analysis. It was found that the university students are the victims of internet addiction, and this excessive usage is badly affecting their physical health and academic performance. It was proposed that the excessive usage of internet among university students might be minimized by certain effective intervention strategies.

Key Words: Internet Addiction, Intervention Strategies, Peer Influence

Introduction

Internet has revolutionized the current era. Now the traditional patterns of living have been transformed into technology dependent activities. The progressive use of this technology has eloquently impacted our lives, resulting a change in the patterns of interaction and communication, entertainment, and work (Goswami & Singh, 2016; Gorgich, et al., 2018; Thomee, 2012). In this modern era, each and every system of life is moving towards online. Consequently, the use of internet has become an inevitable part of our life. Now everything has been speeded up as a result of emerging innovative technology; likewise, at one click, huge information is accessible. Meanwhile, the frequent communication sources are available and are in common use (Talwar, 2019; Park, 2009; Babakr et al., 2019; John, 2015). In the past two decades, an incredible change and development has occurred in the field of technology (Talwar, 2019). The internet technology has slowly penetrated into our lives. Initially, this journey began from skype, yahoo messenger, email, facebook, wiber which made the world to look into new windows of communication and information. But as the time passed, the technology became more fine, secure, user friendly, individualized and frequent, and then eventually provided us the facilities of whatsApp, twitter, instagram, youtube and imo which shrunk the world even more (Ndubuaka et al., 2020). Similarly, in the past times, the access to internet was not as easier and one has to go to the internet cafes for using the internet which was obviously expensive and an outdoor activity. On the contrary, nowadays this technology is frequently at hand among most of the people of the world.

Additionally, the access to internet has become very cheap and affordable even for a common man through the use of cell phones (Muzaffar, et al. 2019)Gnanaraj & Sebastine, 2017). It is a dazzling fact that every type of computer technology has been replaced by the android cell phones, hence the internet can be easily used by the individuals through these cell phones. Further the availability of low price android cell phones make the internet usage even more easily accessible (Gorgich, 2018). As the use of internet is unavoidable, it's very hard to control its over usage. Because while using the internet purposefully, there are chances that individuals may also waste a lot of their precious time in the use of social media (Muzaffar, et al. 2020; Goswami & Singh, 2016). Hence the individuals might get addicted

to internet as a result of using these social networking websites frequently, the individuals (Mercy & Oluwatosin, 2015).

In the field of academic research, the excessive and problematic use of internet has become a new challenging area. The term internet addiction is defined as helplessness to control the one's use of the internet which leads towards the undesired consequences in one's life. While Wajanak (2011) operationalized the internet addiction as the repetitive internet usage of internet that leads to atypical behavior, and it negatively impacts its users such as behavioral, physiological psychological, and sociological impairments. In short, the internet addiction might create hurdle in the proper growth and development of an individual. Literature indicated that found that the internet addiction like other addictive behaviors has a strong influence on the life of an individual including behavioral patterns, academic performance, socialization, physical and mental health (Agaj & Marku, 2015; Young, 1998; Goldberg, 1996). Moreover, it is also needed to look for the factors which may lead the university students to become an internet addict. In the current technological era, there are various chances and abundant opportunities to become an internet addict. Numerous factors are involved which may play a supportive role for individuals to engage in the excessive use of the internet. However, the key factors which may motivate an individual towards the over use of internet include social factors, personal factors and various other supportive factors such as escape from problems, ease of access, anonymity, possession, home environment and affordability. Therefore, these elements are needed to be addressed in an effective way so as to move towards the healthy life.

In short, the digital lives are spent by the individuals of the contemporary era due to which they have transformed into a new and different living being (Conley, n.d). Particularly, the university students have to keep themselves in touch to the internet due to their study requirements. However, there are also various other reasons which made the internet very common specially among youth. It provides the opportunity of online courses, online degree programs, Moodle, unlimited access to required research and learning material, frequent information sharing, online billing system. Thus, we can say that the university students use the internet not only for study purposes but also for recreation and communication (Baturary & Toker, 2019; Smita, 2018). Hence, they have the highest tendency to become internet addicts (Rosliza et al., 2018). As the university students are at the prime position of their age, and they have to join the practical life very soon; thus, if they become addicted to internet, it will affect their own future as well as the future of their country.

On the whole, a lot of research work on internet addiction has been conducted in other countries including Australia, Malaysia, Canada, UK, America, Germany, etc. (Seifi & Ayati, 2014; Koc, 2011; Rowan, 2011; Subrahmanyam et al., 2000; Usman & Alavi, 2014). While little work is available in this area so far in Pakistan, and the researchers have worked on few variables regarding the internet addiction. Moreover, there is no single study which has covered various dimensions of internet addiction collectively in Pakistani context. Hence the current study explored the phenomenal growth in the use of internet among students, and it also examined the potential factors which might lead students towards internet addiction, along with the effects of over usage of internet, and the most importantly, it also investigated the intervention strategies for minimizing the prevailing phenomenon of internet addiction.

Theoretical Framework of the Study

The theoretical framework provides the foundation for a research study. In fact, theoretical framework is of prime significance and serves various purposes. It not only provides the strong base for describing a particular phenomenon but is also advantageous and helpful for the researchers in verifying their particular research work. However, the theoretical framework of this research study is based on two theories including the uses and gratification theory and the social learning theory. The phenomenon of internet addiction is grounded in the theory of the uses and gratification theory. In fact, the internet users get their expected outcomes from using the internet and hence continue this usage which led them towards internet addiction. Moreover, the social circle and social environment of students also significantly impact the pattern of their internet usage.

Research Methodology

The current study was based on the qualitative research design. While the data was analysed through thematic analysis. The thematic analysis is most commonly used for analyzing the qualitative data. The population for the current study was consisted of all the university teachers of the general public sector of the Punjab. While through purposive sampling technique, three universities i.e University of Sargodha, University of Gujrat and GC University Faisalabad were selected from central zone of Punjab. The sample for the study was selected through purposive sampling technique, and it was consisted of 15 teachers of under graduate and graduate programs of three general public universities of the Punjab (i.e 5 teachers from each university respectively). Then the 15 interviews were conducted from the selected respondents by taking the prior consent from them.

Research instrument

In the current research study, an interview guide was used for data collection. An open-ended interview guide was developed personally by the researcher through extensive literature review. This interview guide was based on open-ended questions which were related to the phenomenon of internet addiction. The in-depth interviews were conducted in order to get more insight about the phenomenon of internet addiction, and to explore possible effective intervention strategies to control the internet addiction. While the face and content validity of the research instrument was ensured through a panel of experts of University of Sargodha.

Results and Discussion

Each session of interview was tape-recorded by the researcher, and then the data was transcribed. After the transcription of data, the themes and sub themes were identified through in-depth study of the responses. The interview questions along with the responses and the emerging themes are detailed as below.

What do you think, what is the importance of internet in our lives?

For the exploration of the importance of internet in our lives, the respondents were asked to elaborate their views regarding it. The respondent R1 stated, *"Internet has become the imperative necessity of our lives. The use of internet is seen in every field of life whether it is education, entertainment, business, economics or politics etc. We couldn't imagine the concept of modern life without internet"*. All the remaining respondents gave almost similar opinions. As the respondent R3 said, *"Internet is very imp for every person today because we are living in the digital world. Most of the tasks we are performing with the help of digitalization even we are doing a lot of routine works with the help of internet, and it is serving everyone equally from child to adults and every person. It is very helpful"*. Furthermore, it was added by respondentR14 as, *"Internet made our lives easy and comfortable as we can get any type of service while sitting in our place"*. After analyzing the responses, the common themes which emerged are that the internet has become an inevitable part of today's life, it makes life easier and moreover, it is serving everyone. While the sub themes are internet is the source of information and entertainment, distances are reduced due to global network, online shopping and online banking makes life easier, internet is imperative necessity of life, and it makes financial transactions became more frequent and safer. It has become a mandatory part of our lives.

How much the internet has transformed the teaching learning process?

When the respondents were asked to share their opinions about the transformation of teaching learning process through internet, valuable opinions were recorded. The respondent R3 stated, *"Yes, internet has affected both the teaching and learning process because it is equally assisting the teachers and learners in teaching and learning process. Internet is providing help to teachers to use different educational software, educational websites and e-resources including e-books, e-journals. And secondly, we are also using the social platforms for the very purpose of sharing our content and data with the students. And it is equally important for the learning of the students for completing their assignments, their projects, their research activities, and to learn from video recorded lectures, and animated sort of simulations". So, internet has transformed our way of teaching no doubt."* Likewise, the respondents R2 added, *"The most important change that is brought by internet is that majority ones*

are not consulting library, now we are not very much into books. We are trying to bypass books". Similar views were given by other respondents. Like, the respondent R11 was of the view that, "*The internet usage has increased rapidly in every field of life. Specially, the mode of education completely shifted into online learning. The students have become internet addicted due to misuse and over use of internet".* On the basis of analysis of all the responses, the common themes which emerged are that the trend of E-Learning and E-teaching has become very common. Similarly, the dependence on online material and online books has increased. Whereas the sub themes included that the teaching learning process is under E-transformationtrend of online submission of assignments has increased, use of interactive A.V aids has become common, and there is access to online education at one click. Hence, everyone is relying on technology and soft readymade material for getting information.

What do you think that the students use the internet only for educational purposes or spent more time on other online activities?

As far as the online activities of students are concerned, the varied viewpoints were received regarding it. The respondent R1 was of the view, "*Not at all. I don't deny the academic usage of internet but our university students are using the internet more for entertainment, social media, communication".* The respondent R2 subsequent this opinion by adding, "*Most of the students are using it for entertainment. Only ten percent students use it for educational purposes while 90% use it for entertainment purpose for being the part of social media groups and social platforms e.g Instagram, Facebook, WhatsApp.".*

On the other hand, the respondent R10 opined, "*Actually, it depends upon the nature of the person who is using internet basically. Whether you are having the internet packages all the time or not. Secondly it depends upon either your family allow it or not. No doubt students are wasting a lot of their time on watching social media.".* It was supported by all the remaining respondents. Like, the respondent R12 was of the view, "*It depends upon the students. The students who are serious, they use internet only and only for educational purposes. While non-serious students waste their time on internet in recreational activities".* After analyzing the responses, the common themes which emerged are that the responsible students use internet only for educational purposes while the non-serious students waste their time on internet in recreational activities. While the sub themes are that the students use internet for social media usage, communication purposes and educational purposes. Now the inclination of students towards internet is basically for spending their maximum time in watching their favorite content and doing the irrelevant and purposeless activities.

Do you think, students are involved in excessive usage of internet?

In this research study, it was also investigated whether students are involved in over usage of internet or not. The respondent R2 stated, "*Obviously, the internet usage has increased. students are continuously using the same internet device despite converting to physical mode. It is fact that if any individual is giving unnecessary time to anything, that would become addiction, and it is called non-chemical addiction or behavioral addiction.".* While the viewpoint of respondent R1 was contradictory to it and said, "*It is very subjective to define the excessive usage. The need is to specify any criteria or cut off point in terms of time i.e beyond how many hours of usage per day, it would be termed as the excessive usage".* The respondent R12 also gave a varied view and stated, "*Particularly we can't say about it. It depends upon the need and nature of usage of internet by individuals. It could be positive use or negative use".* On the other hand, remaining respondents were of the viewpoint that the over use of internet is more common among those students who have ease of access to internet and those who belong to affording families. As the respondent R4 was of the view, "*The affordability and ease of access to internet became the major reasons of internet addiction".* After analyzing the responses of the interviewees, the common themes which emerged are that the internet usage has increased due to low packages of internet and android cell. Hence it is concluded that certain type of students are involved in over use of internet. These students include those who have affordability for internet packages and those who can easily access to internet. Moreover, students are also not having any physical activity due to which students may inclined to over use of internet.

What may be the motivating factors which facilitate the students towards the excessive use of internet?

In response to the question about the factors which motivate the students towards the excessive usage of internet, the respondents mentioned various factors behind it. As the respondent R8 stated, *"Actually, anything which is the source of reinforcement and enjoyment, it has addictive nature. Addiction is inherited in it. As drug abuse is due to its pleasure nature. Same is the case with internet. Basic principle behind addiction is pleasure".* While the respondent R4 gave a different opinion and said, *"the factors which motivate an individual towards over usage are less costly internet packages, uneducated parents & majorly the parenting style. And sometimes one use the internet for getting rid of his problems".* Majority of the remaining respondents were having the similar views. Like, the respondent R3 was of the view that, *"there are so many reasons behind it such as students have much time to spend, they don't have specific purpose in their lives, internet gives them leisure and enjoyable experience, and moreover, internet packages have become very affordable".* The common themes which emerged from the responses included ease of access, affordability, and enjoyment features of internet. While the sub themes included are escape from problems, free internet access, anonymity, and reinforcement feature of internet. Parents don't know what their children are doing. They perceive that if a child is using mobile or laptop or internet, they are trying to learn something. But they don't know what their child is actually doing on internet. So, parenting should very vigilant.

What do you think, how far the home environment, institutional environment and peer influence contribute in the excessive usage of internet among youth?

When the respondents were asked to share their views about the role of home environment, institutional environment and peers in motivating an individual towards the over use of internet, they gave varied views. The respondent R1 opined that home environment plays an integral role in motivating an individual towards internet usage and said, *"These factors such as home environment, institutional environment and peers could have the role in triggering the use of internet. However, the family role is very important, if there is no check and balance from the family then it could trigger the the over internet usage".* It was also supported by the remaining respondents. As the respondent R9 added, *"Now we can see even the parents are involved in the excessive use of mobile phones. So, if parents are asking their children don't use mobile but through their own use and through observation…children are learning that it is something good….it is worthwhile. And consequently, children would also be motivated towards internet usage".*

As far as the role of institutional environment in motivating an individual towards the over use of internet is concerned, varied views were recorded. The respondent R3 stated, *"In educational institutions, free access of internet is provided to students. Although students can't misuse internet as there is always a check and most of the sites are restricted but it may lead students towards overuse of internet".* While the respondent R8 was having a contradictory viewpoint and added, *"if there is a compulsion from the educational institutions for students to have your own android mobile phones, have to take online classes, have to fill online forms, have to submit online assignments... these things would compel the more internet usage among students".*

In response to the question regarding the role of peer influence, the respondent R4 said, *"Peer group has a great influence on students. Peers motivate and share different type of sites with each other, and while watching all these contents, there is a possibility of moving from positive side to dark websites, and consequently becoming addict of it".* The common themes which emerged from the analysis of responses are that the parenting style, peer influence and the environment of educational institutions are triggering the excessive internet usage. While the sub themes included compulsion from the educational institutions to have your own mobile phones, mandatory membership of official WhatsApp groups, free internet access from the university and continuous internet availability at home. In fact, the aforementioned factors somehow play a significant role in driving the individuals towards the over use of internet.

Do you think that certain health issues in students are due to over use of internet?

In response to the question regarding the health issues observed in students due to over use of internet, almost similar responses were recorded. The respondent R2 stated, *"Through the use of internet, students are losing their attention span. They are unable to have a complete focus on any activity, on study or any other task. Meanwhile the students may suffer from shoulder ache, and memory issues.* While the respondent R1 said*, "I think, the health issues exist. But these are not due to only internet, I personally believe, it's screen addiction that is more important. Even if someone is spending hours and hours on watching TV or sitting in front of laptop, mobile phones it would have the consequences on one's eyesight, neck, sitting posture and so on.".* The remaining respondents mentioned almost similar health issues. Like, the respondent R6 was of the view, *"the students may suffer from eyesight issues, backbone issues and physical weakness".* The common themes which emerged from the responses of all interviewees are that the health issues exist among the students due to the internet usage. While the sub themes included are sleep deprivation and irregular sleep times, poor physical fitness, reduced attention span, obesity, neck muscles issues, eye site issues and the memory issues.

Do you think the academic performance of students is suffering as a result of excessive internet usage?

When the respondents were asked to reflect about whether the academic performance of students is suffering due to excessive internet usage, varied viewpoints were recorded. The respondent R2 explained, *"Yes, obviously the academic performance of students has suffered because students are paying more attention to internet and other related activities. For example, if a student is preparing an assignment…while searching for material regarding the assignment, and he finds something that is more interesting, he would go for watching it, and consequently, the time will be divided".* It was subsequent by the respondent R7 by saying, *"Students ignore their assignments and other academic activities as they spend more time on using internet. Consequently, grades of students also suffer due to this over usage".* While the respondent R1 was having a different view and stated, *"I don't think so. If a student is getting good grades, he would follow his routine and use the internet only as accessory. But if the student is careless and is already using internet excessively from the beginning will also continue his practice and would spend more time on using internet. So, there is no major difference in academic performance due to internet".* After analysis, the common themes which emerged are that the academic performance of university students had suffered due to over use of internet. Whereas, the sub themes included are ignorance of academic activities by students, lost focus and attention on studies, and their time table disturbed. On the contrary, intelligent, diligent and fast learners are not very much affected and disturbed due to internet.

What would you suggest for minimizing the over use of internet among students?

In response to the question regarding the suggestions for minimizing the over use of internet among students, a variety of proposals were given. The respondent R1 stated, *"Through the mutual trust, give the children and students autonomy to develop their own internal moral standards in such a way that they should know what content they should access or which shouldn't".* While the respondent R3 opined, *"At university level, there is always a check on prohibited sites. While at home level, it should be restricted by the family and there must be check from the family members".* All the remaining respondents gave almost similar viewpoints. For example, it was opined by R9. *"Being a teacher, we should assign to students some time for library consultation. Ensure the students to include at least 10 references from the book in their assignments. Encourage the students for self-writing. And within the classroom, teachers should ban the use of mobile".* However, it was added by the respondent R15, *"The over use of internet can be minimized by engaging the students in some alternative activities both from the university and family members".*

On the basis of analysis of the responses, the common themes which emerged are that the most effective strategies for reducing the over use of internet are the proper check and balance, developing internal moral standards, and engaging students in alternative activities In this regard, the role of family members, university and teachers is very important. Most common and useful techniques may include developing mutual trust, proper monitoring, encouraging students to visit library and self-writing.

Moreover, it is the need of the hour to sensitize our students through classroom discussions, seminars, workshops.

Discussion

This study was aimed to explore the phenomenon of internet addiction among university students from various dimensions. The results of the study indicated that all the faculty members included in the research study were working on regular basis, and were having the teaching experience of more than ten years. The findings also revealed that the internet has become an inevitable part of today's life, and it is serving everyone. The similar version was described in a research study conducted by Chung, Lee & Lee (2019) that the internetis not only the source of gaining information, but also a frequent medium for connecting to the world. It was also found that the trend of E-Learning and E-teaching has become very common. Similarly, the dependence on online material and online books has increased. It is endorsed by various previous research studies that E-Learning is emerging as an innovative trend in educational field, and at global level most universities are utilizing it as a strategy for making education accessible for everyone (Sohrabi, Vanani, & Iraj, 2019; Trybulska, 2019).

The findings of the current study also revealed that the university students majorly use internet for entertainment purposes, for communication purposes, and for being the part of social media groups, while spent little time on internet for gaining information. Likewise, an empirical research study was conducted by Deniz & Geyik (2015), and the similar results were reported that the students use the internet primely for chatting and being a member of social network groups. While these findings were contradictory with another research study conducted by Gencer & Koc (2012), which concluded that the purpose of using internet among young individuals existed in the order of 39.2%, 30.6%, and 29.7% for communication, information, and entertainment respectively. The results also reported that currently students are involved in over usage of internet. And this usage has increased due to low packages of internet, and the cheap android cells. Likewise, in research study conducted by Hasanzadeh, Beydokhti, & Zadeh (2012), similar results were reported, and it was found that the internet addiction is becoming common among university students. Similarly, the literature indicated that the university students are the most high risk group for internet addiction (Sachitra, 2015; Young & Rogers, 1998).

It was also found that the major factors which motivated the students towards the over use of internet are ease of access, anonymity, affordability, escape from problems, parenting style, no check and balance and enjoyment features of internet. The results also revealed that the home environment, peers influence, and the environment of educational institutions could play an integral role in triggering the students towards the excessive internet usage. Similarly, in a previous research study, the perceived enjoyment was found as a favorable factor which led towards the internet addiction (Chen, Zhang & Zhao, 2015). The findings of this study were also consistent with another research study conducted by Yahaya et al. (2022) which concluded that the permissive parenting style and peers are the significant predictors of internet addiction (Gunuc, 2017). On the other hand, it was also reported that the variables which seem to be relevant to addiction are the ease and availability of access, anonymity and disinhibition.

The results also reflected that the health issues existed among the university students due to the internet usage. The major issues identified are eyesight issues, sleep deprivation and irregular sleep, poor physical fitness, reduced attention span, obesity, backbone pain, shoulder ache, and headache. Likewise, it was reported in a research study that the over use of internet leads to certain physical health problems including sleep pattern disrupt, headache etc (Alam 2014). However, in another research study conducted by Dinesh & Chalawadi (2016), it was found that the more and unnecessary use of internet among students might cause numbness, burning, and pain in hands, wrists, elbows and shoulders; backaches, severe headaches, dry eyes, sleep disturbances and eating irregularities.

It was also found that the academic performance of students had suffered due to over use of internet. On the contrary, Sachitra (2015) reported the opposite results regarding the association between the internet addiction and academic performance of the undergraduate students. And indicated that there was a significant negative relationship between academic performance and internet addiction. The excessive use of internet led the adolescents to visit the chat rooms due to which they stay up longer

on internet; consequently, their attention and focus in class was affected which resulted in the decline of the academic performance of students. The results also revealed that the most effective strategies for reducing the over use of internet are the proper check and balance, developing internal moral standards, and engaging students in alternative activities. The similar preventive strategies were proposed by Wanajak (2011) that it is the responsibility of the government to establish a safe and standardized use of internet at university and community level. On the other hand, Loh etal., (2016) emphasized the role of counselors for reducing the excessive use of internet among university students. While multiple strategies for minimizing internet use were indicated in a research study conducted by Goswami & Singh (2016). These intervention strategies included family therapy, practice the opposite, use external stoppers, and setting goals to develop adequate internet use schedule.

Conclusion

It was concluded that the equal percentage of respondents were included from three public sector universities i.e University of Sargodha, University of Gujrat and GC University Faisalabad in the current research study. The results also indicated that 60% respondents were females while 40% were males. All the selected faculty remembers were having the teaching experience of more than 10 years. Moreover, they all were working on regular basis, and were teaching the students of both undergraduate and graduate programs. The results reflected that the internet has become an inevitable part of today's life, it makes life easier, and it is serving everyone. It was also found that the trend of E-Learning and E-teaching had become very common. In fact, as a result of indulgence of internet in our lives, there is a transformation in teaching learning process accordingly. Now the use of printed books and notes have reduced. Both teachers and students do not visit the library frequently for effective teaching and learning.

The findings of this study also revealed that majorly university students use internet for entertainment purposes, communication purposes and for being the part of social media groups. Now the inclination of students towards internet is basically for spending their maximum time in watching their favorite content and doing the irrelevant and purposeless activities. The results also reported that currently students are involved in over usage of internet. And this usage has increased due to low packages of internet, and the cheap android cells. It was also found that the major factors which motivated the students towards the over use of internet are ease of access, anonymity, affordability, escape from problems, parenting style, no check and balance and enjoyment features of internet. The results also revealed that the home environment, peers influence, and the environment of educational institutions could play an integral role in triggering the students towards the excessive internet usage.

The results also reflected that the health issues existed among the university students due to the internet usage. The major issues identified eyesight issues, sleep deprivation and irregular sleep, poor physical fitness, reduced attention span, obesity, backbone pain, shoulder ache, headache and neck muscles issues. It was also found that the academic performance of students had suffered due to over use of internet. Furthermore, it was also reported that the intelligent, diligent and fast learners were not very much affected and disturbed due to internet. But the students who already were having learning issues, basically they were the target groups. The results also showed that various behavioral changes have occurred in university students as a result of excessive use of internet. Now the slack language which is used in internet chatting is also used in common life.

The results also revealed that the most effective strategies for reducing the over use of internet among university students are the proper check and balance, developing internal moral standards, and engaging students in alternative activities. In this regard, the role of family members, university and teachers is very important. Moreover, most useful techniques might include developing mutual trust, proper monitoring, encouraging students to visit library and self-writing. Moreover, it is the need of the hour to sensitize our students through classroom discussions, seminars, workshops. We should guide them about the misuse of internet and how it is affecting them and their lives.

Recommendations

On the basis of findings and conclusions of this research study, some suggestions and recommendations were proposed. Firstly, it is recommended that the government should formulate such policies and rules which are helpful to stop students from extensive internet usage in educational institutions. Similarly, a ban should be imposed on the usage of prohibited websites in the premises of educational institutions. Moreover, the internet service provider companies also impose the age restriction policy, and also bans low cost late night packages of internet. It is also recommended that the parents and teachers keep strict surveillance of their children and students. Furthermore, the students should be sensitized about the side effects of the over and the misuse of internet through print, social and electronic media.

References

Agaj, D. & Marku, A. (2015). The Phenomenon of Internet Addiction in Adolescents: Case of Albania. *Academic Journal of Interdisciplinary Studies, 4(3),* 122-127.

Alam (2014). Negative and positive impact of internet addiction on young adults: *Empirical study in Malaysia. Intangible Capital, 10(3),* 619-638.

Davis, R. A. (2001). A cognitive-behavioral model of pathological Internet use.*Computers in Human Behavior, 17(2),* 187-195.

Deniz, M. H. & Geyik, S. K. (2015). An Empirical Research on General Internet Usage Patterns of Undergraduate Students. *Social and Behavioral Sciences 195,* 895-904.

Dinesh, D. & Chalawadi, B. (2016). The effect of internet uses on Youth. *International Journal of Applied Research, 2(1),* 247-250.

Fraenkel, J. R., &Wallen, N. E. (2003). *How to Design and Evaluate Research in Education* (5th ed.). New York: Jane Karpacz.

Gencer, S. L., & Koc, M. (2012). Internet Abuse among Teenagers and Its Relations to Internet Usage Patterns and Demographics. *Educational Technology & Society, 15 (2),* 25-36.

Goswami, V., & Singh, D. R. (2016). Internet Addiction among Adolescents: A Review of the Research. *The International Journal of Indian Psychology, 3(3),* 37-44.

Greenfield, D. N., & Ceap, L. (1999). Psychological Characteristics of Compulsive Internet Use: *A Preliminary Analysis. Cyber Psychology & Behavior, 2(5),* 403-412.

Griffiths, M. (1995).Technological addictions.*Clinical Psychology Forum, 76,* 14-19.

Griffiths, M.D., Kuss, D.J., Billieux J. & Pontes, H.M. (2016). The evolution of internet addiction: *A global perspective. Addictive Behaviors, 53*, 193-195.

Hasanzadeh, R., Beydokhti, A., & Zadeh, F. D. (2012). The Prevalence of Internet Addiction among University Students: A General or Specific Problem? *Journal of Basic and Applied Scientific Research, 2(5)*, 5264-5271

Jafarkarimi, et al. (2016).Facebook Addiction among Malaysian Students.*International Journal of Information and Education Technology, 6(6),* 465-469.

Kerimova1, M., &Gunuc, S. (2016). Adaptation of Internet Addiction Scale in Azerbaijani Language: A Validity-reliability and Prevalence Study. *Journal of Education and Training Studies, 4(1),* 39-48.

Koc, M., (2011).Internet Addiction and Psychopathology.*The Turkish Online Journal of Educational Technology, 10(1),* 143-148.

Kraut, R. E., Gross, E. F. &Subrahmanyam, K. (2001). The Impact of Home Computer Use on Children's Activities and Development. *Children and Computertechnology, 2(10),* 123-144.

Kuh, G., & Vesper, N. (1999). *Do computers enhance or detract from student learning*? Paper presented at the annual meeting of the American Educational Research Association, Montreal, Canada.

Loh, A. H., Ooi, Y. P., Lim, C. H., Fung, S. D., & Khoo, A. (2016). Managing Adolescents with Gaming Problems: The Singapore Counsellors' Perspective. *International Journal of Psychology and Behavioral Sciences, 6(1),* 7-13

Mercy, O. N., &Oluwatosin, B. O. (2015). Internet Addiction among undergraduates in University of Ibadan: Imperative for Counseling Intervention. *African Journal for the Psychological Study of Social Issues, 18(3),* 1-14.

Moidfar, S., &Gatabi, K. H. (1998). Investigating the Phenomenon of the Internet Addictive Usage Among Adolescents and Youth (15-25 years of age) in the City of Tehran. *International Journal of Social Sciences, 1(1),* 75-81.

Muduli, J. R. (2013). Addiction to Technological Gadgets and Its Impact on Health and Lifestyle: A Study on College Students (Master's thesis). National Institute oftechnology, Rourkela, India.

Muzaffar, M., Chohdhry, S., & Afzal, N. (2019). Social Media and Political Awareness in Pakistan: A Case Study of Youth, *Pakistan Social Sciences Review, 3* (II), 1-13

Muzaffar, M., Yaseen. Z., Safdar, S. (2020). Role of Social Media in Political Campaigns in Pakistan: A Case of Study of 2018 Elections, *Journal of Political Studies, 27* (2), 141-151

Papert, S. (2000). Children and Computer technology: Analysis and Recommendations. The Future of Children

Park, S. Y. (2009). An Analysis of the technology Acceptance Model in Understanding University Students' Behavioral Intention to Use e-Learning.*Educational technology & Society, 12(3)*, 150–162.

Poli, R.(2017). Internet addiction update: diagnostic criteria, assessment and prevalence. *Neuropsychiatry (London), 7(1),* 04–08.

Rowan, C. (2011). A research review regarding the impact of technology on child development, behavior, and academic performance. http://www.zonein.ca/

Sachitra, V. (2015). Internet Addiction, Academic Performance and University Students. *Journal of Global Research in Education and Social Science, 3(4)*, 179-186.

Sohrabi, B.; Vanani, Iraj. H. (2019). The evolution of e-learning practices at the University of Tehran: A case study. *Knowledge Management & E-Learning, 11(1),* 20-37.

Subrahmanyam, K., Greenfield, P., & Gross, E. (2000).The impact of computer use on children's and adolescents' development.*Applied Developmental Psychology, 22*, 7-30.

Thomée, S. (2012). ICT use and mental health in young adults: Effects of computer and mobile phone use on stress, sleep disturbances, and symptoms of depression (Doctraol thesis). Sahlgrenska Academy, University of Gothenburg, Sweden.

Trybulska, E. S. (2019). E-learning-Evolution, Trends, Methods, Examples, Experience. *International Journal e-Learning,* 155-162.

Usman, N. H., Alavi, M., &Shafeq, S. M. (2014).Relationship between Internet Addiction and Academic Performance among Foreign Undergraduate Students. *Social and Behavioral Sciences,114,* 845 – 851.

Wanajak, K. (2011). *Internet Use and its impact on Secondary School Students in Chiang Mai, Thailand* (Doctoral thesis). Edith Cowan University, Chiang Mai, Thailand.

Yahaya, A., Maalip, H., Xin, L. J., Maakip, I., Rathakrishnan, B., Murugayah, N., Ahmad, H., Hanif, N. Z. A., Cheng, Y. Von, Ajmain, N., Ali, Z. M., & Mahmud, P. R. P. H. (2022). The Impact of Parenting Styles, Peers, and Teachers on Internet Usage and Addiction among Secondary School

Students in Sekolah Menengah Kebangsaan Ibrahim. *International Journal of Academic Research in Economics and Management and Sciences, 11(3),* 619-32.

Young, K., & Rogers, R. (1998).The relationship between depression and Internet addiction.*Cyber psychology and Behavior*, *1(1),* 25-28.