

ABSTRACT

According to the United Nations Development Programme (UNDP) Pakistan about 64pc of Pakistani population is young and 37 million of the population is the active internet user in Pakistan (Digital Pakistan 2019 Report (Social Media)). A little work has been done to find the impact of SNSs use and its results on the youth of Pakistan. Globally, numerous cyber policies have been made and implanted along with limiting the usage as per the age of user. However, in case of Pakistan no policies have been developed to control the usage, tariffs and limit the cybercrime issues which occurs as a consequence of social networking site usage.

Therefore, this research is aimed to investigate the social impact of social networking sites on the individuals by comparing it with the big five personality model (neuroticism, openness to experiences, extraversion, conscientiousness, and agreeableness.). As the big five personality model is a set of traits which mutually develop the personality of individuals. However, psychological impact of SNS use on the individuals the behavior is self-disclosure and addiction. The economic impact of self-disclosure and addiction is being tested by finding the entrepreneurial tendencies among the SNS users of education city Jamshoro having age of 18-25 were being tested.

The Ten Item Personality Measure (TIPI) test, self-disclosure level and addiction score of respondents were calculated and their means were compared using comparative analysis. It was found that people with extraversion personality trait have are highly SNS addict and have high level of self-disclosure. However, people with neuroticism are low on both addiction score and self-disclosure level. A positive correlation has been found among the self-disclosure, addiction and entrepreneurial tendencies among the SNS users.

Keywords: social networking site, self-disclosure, sns addiction, entrepreneurship