

Abstract

The present study investigated internet addiction and its impact on social life and relation with personality among 300 university students with age ranging from 18 - 29 years ($M=22.43, SD = 2.46$) were recruited from public, semi-government and private universities in Lahore. Students were divided into three categories on the basis of their educational level i.e. BA/BS (Hons), MS/MPhil and PhD. Measures included were Internet addiction test (IAT), HEXACO personality inventory to screen out students personality type (extroversion – introversion) and social disconnectedness scale and as well perceived isolation scale to measure social aspects of internet addiction among university students. The results of within-between ANOVA indicated significant mean difference exists between educational level and internet addiction as students of BA/BS (Hons) were more internet addicted as compared to MS/MPhil and PhD. There was a non-significant relationship between personality type and internet addiction scores of the participants; also there were non-significant differences between students social isolation and not isolation regarding their internet usage. While there was significant differences between students social connectedness and disconnectedness as internet addicted university students were high on social connectedness scores. MANOVA revealed significant effect of purpose of using internet and interaction of gender and university on internet addiction and social media was used more by university students (as well high on internet addict students). Beside this, results are discussed in the light of existing literature as well as in Pakistani social context.