

Major: MARKETING

S. No. (9)

**DOES FACEBOOKING MAKE US SAD? HUNTING
RELATIONSHIP BETWEEN FACEBOOK USE AND
DEPRESSION AMONG PAKISTANI ADOLESCENTS**



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Fall 2019

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ACKNOWLEDGEMENT

Above all else I want to say thanks to Allah Almighty who has led me through every intense time realizing that He is continually listening to my prayers to God. Alhamdulillah!

I owe my most profound and earnest appreciation to my parents, supervisor and my class fellows who remained close by amid the intense and challenging experience of project, exhibiting my work and settling on choice in regard to this all through the period of my Master program.

I am chosen to have had the supervision of expert in marketing, Dr. Asif Khursheed, major thanks to you for your consolation and having confidence in my capabilities. Much appreciated you Sir for sharing your abundance of learning and using my abilities in a superior manner. Your commitment and responsibility in regulating this supposition is sincerely appreciable. This proposal would not have been conceivable without your backing.

Dear parents, your prayers to God, your support and your provision have made me accomplish one of the hardest objectives throughout my life. This is one of them!

Dear friends, you have a major part of this accomplishment and your support has shown me a ray of trust and encouragement.

A big thanks to all!!

Chapter 1

INTRODUCTION

1.1 Contextual Background

Experiencing of negative emotions in a world full of obstacles and challenges is such a matter which cannot be taken away from realm of existence. Despite of the efforts made by us to keep ourselves happy, negative emotions tend to occur. Depression is considered as a feeling of irritability, hopelessness, and sadness, which influences the quality of life, and could eventually have the drastic impact on physical existence and psychology of a human being. In addition, depression is defined as a mood disorder involving feelings such as irritation, hopelessness, dejection, and sadness. Depression is very common in 21st century, as majority of the people throughout the world tend to experience the depression in some phase of their life. Depression at earliest stages is controllable, however, persistence of depression could end up in causing significant damage to human beings. Each person is different by nature, as every individual experience depression in different types, severity and frequency level, etc. Depression varies amongst human beings.

Depression has become a serious issue in recent times, as lack of attention paid to depression could result in creation of alarming situation for any human being which is hard to address in later stages. Depression can be divided into two separate categories such as less severe depression and highly severe depression. Highly severe depression is the one which occurs due to combination of symptoms interfering with a person's potential to eat, sleep, study, work, enjoy pleasurable activities for two weeks period. Whereas, less severe depression is the one which is also known as dysthymia involving long-term, chronic symptoms which are not disabled and keep on functioning well. However, there is another type of depression known as bipolar disorder that has been characterized through cycling mood change. Mania is a common example of bipolar disorder. Mood switching of human beings is mostly rapid, as mood switches could be caused by specific stressors that seems to serve as participating or triggering factors in emergence of moods switches. Sharp mood switches are not appropriate, as sudden changes in mood may have negative influence on overall personality of a human being.