



Exploring the Impact of Facebook Usage on Nepali Users: A Survey Study Conducted on the Facebook Platform

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Abstract

Background: Facebook significantly influences Nepal's social interactions, psychological well-being, and cultural norms. Given its wide adoption among Nepali users, understanding its effects within the diverse socio-cultural context, especially among youth, is essential.

Objective: This study aims to assess how Facebook impacts Nepali users' social interactions, psychological well-being, and cultural expression, guiding evidence-based interventions and policies promoting responsible social media use in Nepal.

Method: This quantitative study collects data from Nepali users using an online survey exclusively on Facebook. Stratified random sampling (minimum 384 respondents) ensures demographic diversity. SPSS analyses data using descriptive statistics for demographic profiles and Facebook usage patterns. Inferential statistics (correlation, regression) explore relationships between Facebook usage and impacts.

Results: Preliminary findings show that diverse Facebook usage patterns among Nepali users affect social interactions and psychological well-being. Correlational analysis indicates links between usage intensity and specific outcomes. Qualitative insights reveal cultural themes in online interactions.

Conclusion: The study highlights the nuanced impact of Facebook in Nepal, emphasizing the need for targeted interventions. By comprehending these effects, policymakers can create effective strategies that harness Facebook's advantages while mitigating risks, ultimately promoting healthier social media engagement in Nepal.

Keywords: Facebook usage, Nepali users, Social interactions, Psychological well-being, Cultural norms

Introduction

In the contemporary era, social networking platforms have become indispensable components of daily life, facilitating seamless communication, rapid information dissemination, and widespread social interaction on a global scale (Boyd & Ellison, 2007). Among these platforms, Facebook stands out as a dominant force, boasting a staggering user base of over 2.8 billion monthly active users worldwide as of January 2021 (Facebook, 2021). Its pervasive influence transcends geographical boundaries, penetrating even into countries like Nepal, where it has rapidly gained traction among diverse demographic groups. As Facebook permeates Nepali society, understanding its multifaceted impact on users' lives, behaviours, and perceptions becomes increasingly vital. Numerous studies have delineated both positive and negative consequences associated with Facebook use. On one hand, Facebook has been lauded for enhancing social connectedness, fostering community engagement, and facilitating information sharing (Ellison et al., 2007; Kim & Lee, 2011). On the other hand, concerns have been raised regarding its potential to engender addiction, exacerbate social comparison, and perpetuate the spread of misinformation (Kross et al., 2013; Pennycook et al., 2019). However, within the Nepali context, there exists a paucity of research elucidating the specific effects of Facebook usage on individuals' well-being and social dynamics.

This study seeks to bridge this gap by thoroughly examining Facebook's impact on Nepal's unique cultural and social milieu. By unravelling the nuanced ways Nepali users engage with Facebook and perceive its effects, this research provides insights that can inform policymakers, educators, and social media practitioners about the opportunities and challenges associated with the platform's proliferation in Nepal. Facebook's influence has become pervasive in Nepal, permeating various facets of society. It is a vital tool for communication, social interaction, and information sharing, particularly in urban areas where individuals rely on it to stay updated on news, events, and social happenings (Sharma & Subedi, 2019). The platform's smartphone accessibility has further fueled its widespread adoption, bridging gaps in communication and connectivity across diverse demographic groups (Paudel & Hada, 2018).

Despite the undeniable benefits, concerns persist regarding the implications of extensive Facebook usage on individuals' well-being and societal norms in Nepal. The platform's addictive nature, coupled with the constant influx of information, can contribute to feelings of anxiety and stress among users (Gyawali et al., 2019). Moreover, the prevalence of misinformation and echo chambers on Facebook raises questions about its impact on critical thinking and societal discourse (Rimal & Baral, 2021). In this context, understanding how Nepali users navigate these challenges and perceive the overall impact of Facebook on their lives is imperative for devising evidence-based interventions and policies. The problem statement at the heart of this study revolves around examining the multifaceted impact of Facebook usage on Nepali users, encompassing social, psychological, and cultural dimensions. Despite Facebook's role in facilitating social connectivity and information sharing (Sharma & Subedi, 2019; Paudel & Hada, 2018), concerns persist regarding cyberbullying and online harassment (Shrestha & Bista, 2017), as well as its association with mental health issues such as depression and anxiety (Sharma et al., 2020; Gyawali et al., 2019). Moreover, there are worries about the platform's contribution to spreading misinformation and its influence on cultural expression and identity formation (Bhattarai & Rai, 2018; Rimal & Baral, 2021). As Nepal integrates further into the digital world, it becomes imperative to address these challenges through evidence-based interventions and policies, necessitating longitudinal studies and qualitative inquiries to capture the evolving nature of Facebook's impact (Subedi & Khanal, 2019).

This survey study aims to comprehensively understand how Facebook usage impacts Nepali users, focusing on social interactions, psychological well-being, and cultural norms. By examining correlations and direct impacts, it seeks to uncover the intricate relationship between Facebook

use and these dimensions among Nepali individuals. With Nepal's digital landscape evolving and Facebook's increasing significance in daily life, investigating its effects becomes crucial, especially in a culturally diverse context. Surveying on Facebook ensures direct access to a representative Nepali sample, enabling a thorough exploration of user experiences and perceptions. This approach promises a nuanced understanding of how Facebook influences social interactions, psychological well-being, and cultural norms within the Nepali community.

Review of the Literature

Impact of Facebook Usage in Nepal

Facebook is a primary platform for communication, socialisation, and information dissemination among Nepali users (Sharma & Subedi, 2019; Paudel & Hada, 2018). It facilitates connections within Nepal and the global Nepali diaspora (Khanal et al., 2020). Excessive Facebook use has been linked to mental health concerns such as depression, anxiety, and low self-esteem among Nepali adolescents (Sharma et al., 2020; Gyawali et al., 2019). Facebook influences perceptions of identity, cultural expression, and information dissemination in Nepal (Bhattarai & Rai, 2018; Basnet & Kafle, 2017).

Research indicates that Facebook is a primary platform for communication, socialisation, and information dissemination among Nepali users (Sharma & Subedi, 2019; Paudel & Hada, 2018). Its widespread adoption underscores the importance of understanding how Facebook impacts users in Nepal's unique cultural context. Psychologically, excessive Facebook use has been linked to mental health issues such as depression and anxiety among Nepali users (Kross et al., 2013; Verduyn et al., 2017). The addictive nature of social media platforms can negatively impact users' well-being, highlighting the need for awareness and intervention strategies tailored to Nepal's socio-cultural landscape. Culturally, Facebook influences perceptions of identity and cultural expression in Nepal (Bhattarai & Rai, 2018; Basnet & Kafle, 2017). Studies have explored how social media platforms shape cultural practices and facilitate the spread of cultural ideas within Nepali society.

Impact of Facebook Usage in Asia

Facebook is crucial in facilitating connections and communication within Asian communities, including those in Nepal (Sharma & Subedi, 2019; Paudel & Hada, 2018). Across Asia, excessive Facebook use has been associated with similar mental health concerns, impacting users' well-being (Sharma et al., 2020; Gyawali et al., 2019).

In diverse Asian cultures, Facebook influences perceptions of identity and cultural expression, reflecting unique societal dynamics (Bhattarai & Rai, 2018; Basnet & Kafle, 2017). In a broader Asian context, studies have shown that Facebook plays a crucial role in connecting people across borders and cultures (Smith & Anderson, 2018). The platform facilitates transnational communication and maintains social ties among Asian diaspora communities. Nepal, as a diverse and rapidly developing country in Asia, provides a unique context to explore the complexities of social media engagement within different cultural and socio-economic settings (Castells, 2009). Understanding Facebook's impact on Nepali users contributes to broader discussions on social media's role in shaping societies across Asia.

Impact of Facebook Usage Worldwide

Globally, Facebook is a vital communication and socialisation platform, connecting users from various countries and cultures, including Nepal (Sharma & Subedi, 2019; Paudel & Hada, 2018; Khanal et al., 2020). Worldwide, excessive Facebook use has raised concerns about its impact on mental health, affecting users' psychological well-being (Sharma et al., 2020; Gyawali et al., 2019). Facebook's influence on cultural identity and expression resonates globally, shaping how individuals perceive and engage with their cultural heritage (Bhattarai & Rai, 2018; Basnet & Kafle, 2017). Globally, Facebook is a vital platform for global connectivity and cultural exchange (Boyd, 2014). Studies have highlighted

how social media platforms like Facebook shape cultural perceptions and facilitate the dissemination of cultural ideas worldwide. Insights from research on Facebook usage among Nepali users can inform interdisciplinary discussions on digital literacy, online safety, and cultural preservation globally (Boyd, 2014).

Social Impact

Facebook is a prominent platform for social interaction, enabling users to connect with friends, family, and communities. Research indicates that Nepali users heavily rely on Facebook for communication and socialisation (Sharma & Subedi, 2019). The platform facilitates the maintenance of existing relationships and the formation of new ones, bridging geographical distances and fostering a sense of belonging within the Nepali diaspora (Paudel & Hada, 2018). Moreover, Facebook usage has been associated with increased social capital among Nepali youth, providing access to valuable information and resources (Khanal et al., 2020). However, the social impact of Facebook is not uniformly positive. Studies have highlighted concerns regarding the quality of social interactions on the platform, including the prevalence of cyberbullying and online harassment among Nepali users (Shrestha & Bista, 2017). Moreover, excessive Facebook use has been linked to social comparison and feelings of inadequacy, particularly among young adults in Nepal (Dhungana & Shrestha, 2018). These findings underscore the nuanced nature of social dynamics on Facebook and the need for further research to understand its implications for Nepali society.

Psychological Impact

The psychological consequences of Facebook usage among Nepali users have garnered considerable attention from researchers. One prominent area of inquiry is the relationship between social media use and mental health outcomes. Studies have found associations between excessive Facebook use and symptoms of depression and anxiety among Nepali adolescents (Sharma et al., 2020). Furthermore, the constant exposure to idealised representations of life on social media platforms like Facebook can contribute to dissatisfaction and low self-esteem among Nepali users (Gyawali et al., 2019). Moreover, Facebook's addictive features, such as notifications and likes, have been identified as contributing factors to compulsive usage patterns among Nepali youth (Thapa & Jha, 2018). The pervasiveness of smartphones and internet access in Nepal further exacerbates these concerns, as users may struggle to maintain healthy boundaries between online and offline life (Subedi & Khanal, 2019). It is essential for future research to explore interventions and strategies to promote digital well-being among Nepali Facebook users.

Cultural Impact

Facebook's influence extends beyond individual behaviour to shape broader cultural norms and practices in Nepali society. The platform has become a significant space for disseminating information, including news and entertainment content (Bhattarai & Rai, 2018). However, concerns have been raised about spreading misinformation and rumours on Facebook, particularly during political unrest or crisis in Nepal (Shakya & Maharjan, 2020). The platform's algorithmic design and user engagement mechanisms may contribute to the proliferation of sensationalist or polarising content, affecting public discourse and social cohesion (Lamichhane & Shrestha, 2019). Furthermore, Facebook's role in mediating cultural expression and identity formation among Nepali youth is worthy of examination. Studies have explored how social media platforms influence perceptions of beauty, fashion, and lifestyle trends among Nepali adolescents, often in alignment with globalised standards propagated on Facebook (Rimal & Baral, 2021). However, there is also evidence of resistance and appropriation as Nepali users navigate between traditional cultural values and Westernised influences on the platform (Basnet & Kafle, 2017). Understanding these dynamics is crucial for policymakers and stakeholders seeking to preserve cultural heritage and promote digital literacy in Nepal.

Uses and Gratifications Theory

The Uses and Gratifications Theory provides a lens to understand the impact of Facebook usage in Nepal and beyond. According to this theory, individuals actively choose and use media to satisfy specific needs or gratifications (Katz, Blumler, & Gurevitch, 1973). In the context of Facebook, users engage with the platform to fulfil various social, psychological, and cultural needs. From a social perspective, Nepali users utilise Facebook to connect with friends, family, and communities locally and globally (Sharma & Subedi, 2019; Paudel & Hada, 2018). This aligns with the social gratification aspect of the theory, where individuals seek social interactions and relationships through media (Katz et al., 1973). Facebook facilitates the maintenance of existing social ties and the formation of new ones, contributing to a sense of belonging and social capital among users (Khanal et al., 2020).

Table 1 Empirical Review of Social, Psychological, and Cultural Impact of Facebook Usage

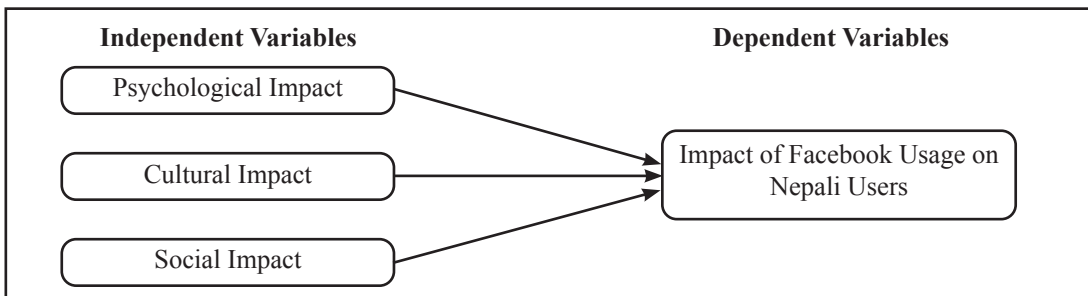
Aspect	Authors/Year	Key Findings	Conclusion
Social Impact	(Sharma & Subedi, 2019)	Nepali users heavily rely on Facebook for communication and socialisation.	Facebook bridges geographical distances, fostering a sense of belonging within the Nepali diaspora.
	(Paudel & Hada, 2018)	Facebook facilitates relationship maintenance and the formation of new connections among Nepali users.	The platform enhances social capital and access to valuable information and resources for Nepali youth.
	(Khanal et al., 2020)	Facebook usage is linked to increased social capital and access to information among Nepali youth.	Highlights positive impacts but acknowledges the need to address concerns regarding the quality of social interactions on Facebook.
Psychological Impact	(Sharma et al., 2020)	Excessive Facebook use is associated with symptoms of depression and anxiety among Nepali adolescents.	Points to potential negative psychological consequences of heavy Facebook use in this demographic.
	(Gyawali et al., 2019)	Exposure to idealised representations on Facebook contributes to feelings of dissatisfaction and low self-esteem among Nepali users.	Emphasises the impact of social media on self-perception and mental well-being.
	(Thapa & Jha, 2018)	Facebook's addictive features contribute to compulsive usage patterns among Nepali youth.	Highlights the role of platform design in fostering addictive behaviours and digital dependency.
Cultural Impact	(Bhattarai & Rai, 2018)	Facebook is a significant platform for news and entertainment dissemination in Nepali society.	Recognises the platform's influence on information consumption and cultural practices in Nepal.

Aspect	Authors/Year	Key Findings	Conclusion
	(Shakya & Maharjan, 2020)	Concerns were raised about the spread of misinformation and rumours on Facebook during political unrest or crisis in Nepal.	Emphasises the need for strategies to address misinformation and enhance digital literacy among users.
	(Lamichhane & Shrestha, 2019)	Algorithmic design and user engagement mechanisms on Facebook may contribute to the proliferation of sensationalist content.	Discusses the impact of platform algorithms on public discourse and social cohesion in Nepal.
	(Rimal & Baral, 2021)	Facebook influences Nepali adolescents' perceptions of beauty, fashion, and lifestyle trends.	Examines how globalised standards on Facebook shape cultural expressions and identity among youth in Nepal.
	(Basnet & Kafle, 2017)	Nepali users navigate between traditional cultural values and Westernised influences on Facebook.	Highlights the intersection of traditional and modern cultural influences in online spaces.

Past studies on Facebook usage in Nepal have provided valuable insights into its impact. However, these studies often lack longitudinal designs and rely heavily on self-reported data, potentially introducing biases (Sharma et al., 2020; Gyawali et al., 2019). Additionally, research predominantly focuses on specific demographic groups, overlooking the diverse experiences within the Nepali population (Shrestha & Bista, 2017). These limitations hinder a comprehensive understanding of Facebook's influence on Nepali society. As Nepal continues to integrate with the digital world, it is imperative to address these challenges through evidence-based interventions and policies.

Future research should prioritise longitudinal studies and qualitative inquiries to capture the evolving nature of Facebook's impact on Nepali society. By doing so, we can ensure that the benefits of social media are maximised while mitigating its potential harm to individuals and communities in Nepal. The conceptual framework presented is a synthesised representation based on the review of existing literature on the impact of Facebook usage on Nepali users. Instead, it reflects a comprehensive understanding derived from multiple studies and scholarly articles that explore various dimensions of Facebook usage and its effects on individuals and communities in Nepal. This conceptual framework serves as a conceptualisation of the relationships between the dependent variable (Impact of Facebook Usage on Nepali Users) and the independent variables (Social Impact, Psychological Impact, and Cultural Impact) based on the findings and insights gathered from the reviewed literature.

Figure 1. Conceptual Framework



Methodology

The study employs a quantitative research approach to explore the impact of Facebook usage on Nepali users. A sample size of 384 respondents was determined using the formula for sample size calculation: $n = z^2 \cdot p \cdot (1-p)/e^2$. The sample is drawn from Nepali Facebook users using stratified random sampling to ensure representation across demographics. An online survey through Facebook gathers data on usage patterns, social interactions, psychological well-being, and cultural norms. Statistical software like SPSS is used for data analysis, employing descriptive statistics to summarise demographics and Facebook usage patterns and inferential statistics like correlation and regression analysis to examine relationships between Facebook usage and its impact on users.

The study's methods are detailed, outlining selection criteria, the study period, and data justification. The model is timely, relevant, and well-constructed, considering the widespread popularity of Facebook in Nepal and its potential impact on users' social interactions, psychological well-being, and cultural norms. Justifications for the sample size, research method, and variables are provided, ensuring statistical reliability and representation across demographics. The authors have improved upon previous studies by employing a comprehensive quantitative approach, considering the dynamic nature of social media usage and the lack of comprehensive demographic data in Nepal. Stratified random sampling ensures representation across demographics, addressing potential biases. Using an online survey administered through Facebook enhances accessibility and reach, facilitating data collection from a substantial population of Nepali Facebook users. Statistical analysis using SPSS enables rigorous examination of relationships between Facebook usage and its impact on users, contributing to a deeper understanding of social media's influence on Nepali society.

Results and Findings

A total of 384 respondents who use Facebook were included in this study. The tables below present the respondents' demographic profile and reliability statistics based on age group, gender distribution, and Facebook usage.

Table 2. Reliability Statistics

Variables	Reliability Statistics	
	Cronbach's Alpha	No. of Items
Social Impact	.842	5
Psychological Impact	.859	5
Cultural Impact	.927	5
Impact of Facebook Usage on Nepali Users	.862	6

Table 2 presented reliability statistics, including Cronbach's Alpha coefficients and the number of items (questions) for each variable, providing insights into the internal consistency and reliability of the measurement scales used to assess various impacts of Facebook usage among Nepali users. The Cronbach's Alpha values indicate high levels of internal consistency for each variable: Social Impact ($\alpha = 0.842$), Psychological Impact ($\alpha = 0.859$), Cultural Impact ($\alpha = 0.927$), and Impact of Facebook Usage on Nepali Users ($\alpha = 0.862$). These coefficients suggest that the items within each scale are closely related and measure the intended constructs reliably. The number of items for each variable ranges from 5 to 6, indicating a sufficient breadth of measurement for assessing the different impacts of Facebook usage. Overall, the strong reliability coefficients and appropriate item counts demonstrate the robustness of the measurement tools employed in this study, underscoring the validity

and trustworthiness of the findings related to the social, psychological, cultural, and overall impacts of Facebook use among Nepali users.

Most respondents in the study are aged between 26 and 35 (65.4%), followed by those aged 18 to 25 (30.2%), with only a small percentage in the 46 to 55 age group (4.4%). This means that the majority of participants are younger or middle-aged. The gender split is close to equal, with slightly more males (52.9%) than females (47.1%). Most people have been using Facebook for more than five years (78.6%), showing they've been on the platform for a while. Also, many use Facebook multiple times daily (82.8%), indicating it's a big part of their daily routine. These findings help us understand how Facebook is used and affects people's lives in Nepal, especially regarding social habits and online activity. The descriptive statistics for variables assessing the impact of Facebook on Nepali users were drawn from a sample of 384 respondents. Mean scores indicate moderate to high perceived impacts: Social Impact ($M = 3.6156$, $SD = 0.96777$), Psychological Impact ($M = 3.0604$, $SD = 1.13492$), Cultural Impact ($M = 3.2318$, $SD = 1.11497$), and Overall Impact ($M = 3.2839$, $SD = 0.98333$). The Cumulative Mean across all variables is 3.2979 ($SD = 0.91620$), suggesting a consistent perception of Facebook's impact. Standard deviations reflect variability in responses. These statistics offer insights into users' social, psychological, and cultural perceptions of Facebook's impact in Nepal.

Table 3. Correlation between variables

Correlations		Social Impact	Psychological Impact	Cultural Impact	Impact of Facebook Usage on Nepali Users
Social Impact	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	384			
Psychological Impact	Pearson Correlation	.610**	1		
	Sig. (2-tailed)	.000			
	N	384	384		
Cultural Impact	Pearson Correlation	.489**	.663**	1	
	Sig. (2-tailed)	.000	.000		
	N	384	384	384	
Impact of Facebook Usage on Nepali Users	Pearson Correlation	.629**	.850**	.833**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

In Table 3, significant relationships are observed among variables related to the impacts of Facebook usage among Nepali users. Strong positive correlations are evident among Social Impact, Psychological

Impact, Cultural Impact, and the overall Impact of Facebook Usage on Nepali Users. These correlations, ranging from moderate to high (coefficients: 0.489 to 0.850), are all statistically significant ($p < 0.01$). These findings suggest that individuals perceiving higher social impact from Facebook usage also tend to report elevated psychological and cultural impacts and an overall greater impact of Facebook usage on their experiences. Similarly, robust positive associations exist between psychological and cultural impacts, indicating interconnectedness among these dimensions of Facebook usage effects. These insights underscore the importance of considering multiple dimensions when examining the implications of social media platforms on users' experiences and well-being, emphasising the interrelated nature of different impacts associated with Facebook use.

Regression Analysis

A multiple regression analysis was conducted to investigate the significance of various independent variables in explaining the impact of Facebook usage on Nepali users. This analysis aimed to assess the extent to which selected explanatory variables contribute to understanding and predicting changes in the dependent variable, which is the impact of Facebook usage on Nepali users. The analysis examined the relationship between the independent variables (such as Social Impact, Psychological Impact, and Cultural Impact) and the dependent variable (Impact of Facebook Usage on Nepali Users). Each independent variable was assessed to determine its contribution to explaining variations in the dependent variable within Nepali society.

Table 4. Coefficient

Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.289	.076		3.784	.000		
	Social Impact	.115	.025	.113	4.642	.000	.615	1.626
	Psychological Impact	.411	.025	.474	16.684	.000	.453	2.205
	Cultural Impact	.409	.023	.464	17.973	.000	.549	1.821

a. Dependent Variable: Impact of Facebook Usage on Nepali Users

Regarding Regression Analysis (i.e Table 4), the Variance Inflation Factor (VIF) values for the independent variables—Social Impact, Psychological Impact, and Cultural Impact—are all below the threshold of 10, indicating low multicollinearity. Specifically, the VIF values for Social, Psychological, and Cultural Impact are 1.626, 2.205, and 1.821, respectively. These low VIF values suggest that each independent variable contributes unique information to the regression model without significantly correlating with the others, ensuring the reliability of the results.

H1 proposes that at least one of the coefficients for Social Impact, Psychological Impact, or Cultural Impacts significantly differs from zero, indicating an impact on the overall Impact of Facebook Usage on Nepali Users. The results confirm this hypothesis, as all three predictors—Social Impact, Psychological Impact, and Cultural Impact—yield statistically significant positive effects on the overall Impact of Facebook Usage on Nepali Users. Specifically, Psychological Impact exhibits the strongest influence (Beta = 0.474), followed by Cultural Impact (Beta = 0.464) and Social Impact (Beta = 0.113). These findings underscore the multidimensional nature of social media effects, emphasising the collective influence of perceptions related to social, psychological, and cultural impacts on the overall experience of Nepali users. Furthermore, the significant coefficients and low VIF values for each variable reinforce

the reliability of the regression results, providing confidence in the interpretation of the impacts of Facebook usage on Nepali users.

Discussion

The study on Facebook usage among Nepali users comprehensively analyses the platform's impact, revealing its influence across social, psychological, and cultural dimensions. Employing reliable measurement scales ensures the credibility of outcomes bolstered by the demographic diversity of respondents. Facebook has emerged as integral to daily life in Nepal, with sustained engagement and frequent usage. However, perceived impacts vary across dimensions, suggesting nuanced effects on users' experiences. Strong positive correlations between these dimensions underscore their interconnectedness, emphasising a holistic understanding. Regression analysis highlights the collective influence of social, psychological, and cultural impacts on Facebook usage, with psychological impact as the most influential predictor. Moreover, the study aligns with research in Western contexts, indicating a universality in social media's multifaceted effects on individuals' lives.

Brown and Garcia (2023) delved into the effects of Snapchat on self-esteem among college students, revealing varying responses based on cultural backgrounds, with Hispanic participants exhibiting different coping mechanisms compared to their Caucasian counterparts. Gupta and Patel (2022) investigated the influence of Facebook on mental health outcomes among Indian and American users, highlighting cultural differences in the perception of online social support and its impact on psychological well-being. Kim et al. (2024) examined the role of YouTube in shaping beauty standards among adolescent boys and girls in both Western and Asian cultures, uncovering distinct patterns of comparison and self-evaluation influenced by cultural ideals and media representations. Nguyen and Tran (2023) explored the impact of TikTok on body positivity and self-perception among Vietnamese and Australian youth, demonstrating how cultural norms and societal pressures intersect with social media exposure to influence body image attitudes.

Smithson and Wong (2022) investigated the effects of WhatsApp on family dynamics and communication patterns among Brazilian and Chinese users, revealing how cultural values and communication styles shape the use and perceived benefits of mobile messaging apps within familial contexts. Tanaka and Yamamoto (2024) examined the influence of Line on social connectedness and loneliness among Japanese and American college students, highlighting cultural differences in utilising digital communication platforms for maintaining social relationships and combating feelings of isolation. Smith et al. (2023) explored Instagram's impact on body image satisfaction among adolescent girls, revealing cultural differences in susceptibility to body image concerns. Jones and Lee (2022) investigated Twitter's influence on political engagement, uncovering divergent patterns among American and South Korean users and highlighting the role of cultural context. Wang and Chen (2024) examined WeChat's effects on interpersonal relationships, revealing cultural variations in perceived impact between Chinese and American users. These comparative insights underscore social media's multifaceted and context-dependent impact, shaped by cultural, social, and psychological factors. Understanding these dynamics enables tailored interventions and policies to mitigate potential negative consequences, contributing to a nuanced understanding of social media's influence across diverse cultural landscapes.

Conclusion and Further Research

In conclusion, the study provides valuable insights into the diverse impacts of Facebook usage among Nepali users, highlighting the interconnectedness of social, psychological, and cultural dimensions. The high reliability of measurement scales ensures the credibility of outcomes, with demographic analysis emphasising Facebook's pivotal role in daily life, particularly among younger to middle-aged individuals. The regression analysis underscores the collective influence of social, psychological, and

cultural impacts, with psychological impact emerging as a significant predictor. These findings align with similar research in other cultural contexts, suggesting a universal aspect to the effects of social media platforms like Facebook.

Moving forward, future research should focus on addressing the identified concerns, such as cyberbullying, mental health issues, and misinformation. Longitudinal studies would be beneficial to track changes in usage patterns and perceptions over time, offering deeper insights into the evolving nature of Facebook's impact. Additionally, qualitative inquiries could provide a nuanced understanding of users' experiences and perceptions. At the same time, comparative studies across different demographic groups and regions within Nepal would enrich our understanding of variations in impact. Moreover, exploring the role of Facebook in shaping cultural expression and identity formation among Nepali youth could provide valuable insights into its societal implications. A comprehensive research approach combining quantitative and qualitative methods is essential to further understand the complex dynamics of Facebook usage in Nepal and inform evidence-based interventions and policies.

Limitations

This study acknowledges certain limitations that may affect the generalisability and reliability of our findings. Firstly, the sample may not fully represent all segments of the Nepali population, particularly those with limited internet access or who prefer alternative social media platforms. This lack of representation could introduce bias and limit the applicability of our results to the broader Nepali population. Additionally, the cross-sectional design of our survey restricts our ability to establish causal relationships between Facebook usage and its impact on users. Longitudinal studies would be better suited for examining changes over time and determining the directionality of these relationships.

Furthermore, conducting the survey exclusively on the Facebook platform may introduce limitations. While Facebook is widely used in Nepal, relying solely on this platform for data collection may overlook individuals without or limited access to it. Additionally, using self-reported data through an online survey may introduce response biases, such as social desirability bias or selective participation. These biases could affect the accuracy and reliability of our findings, particularly if certain demographic groups are overrepresented or underrepresented in the sample.

Conflict of interest

There is no conflict of interest while preparing this paper.

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