Relationship between Personality Traits, Attachment Styles and Internet Addiction among Pakistani University Students

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Abstract: Free and easy accessibility of interactions among individuals over the internet has increased its popularity. With the growing usage and demand of social sites among individuals many researchers have focused on the causes that can be relevant to excessive internet usage. The current study explored the relationship between the Big Five Personality Traits, Attachment Styles and how these two variables may enhance vulnerability towards Internet Addiction. A total of 150 participants were selected from a private university of Pakistan. Correlational research design was used. To measure the variables The Big Five Personality Inventory (John & Srivastava, 1999), Relationship Scale Questionnaire (Shvil, 2011) and Internet Addiction Test (Lacon, Rodgers & Chabrol, 2014) were used. The results indicated a relationship between personality traits and Internet Addiction but significant results were not found between Attachment Styles and Internet Addiction. The current study has been focused of much research around the world especially in regard to Internet Addiction but in Pakistan very few studies have been conducted. The researcher wants to contribute her work to help see how much cultural difference is reflected in the results of the study and since it is a worldwide concern and is directly affecting societal behavior it was relevant to study this topic. Moreover the results were discussed in the light of literature review.

Keywords: Personality Traits, Attachment Styles, Internet Addiction, Pakistan

1. Introduction

Massive technological development has detached all kinds of barriers globally and has helped in connecting and socializing people despite of their age, level of education and social economic status. The most popular and widely used communication in today's world is Internet. It is an easy platform that provides commoner and business men facilities such as E-banking, E-business, E-commerce, E-trading and E-shopping along with providing information on jobs, medical problems, treatments and medicine, online books, journals, research material and video lectures as a result learning time and cost of learning is reduced (Mahmood & Farooq, 2014). It is considered a privilege for human society by many (Byun et al., 2009; Douglas et al., 2008; Widyanto & Griffits, 2006).

However, despite of having many beneficial factors due to excessive use there have been numerous studies that highlight much dependency on Internet activates related condition defined as Internet addiction (Griffits, 2000). Moreover, among the adolescence watching adult content videos, hacking software, spending hours on social sites, easy accessibility to irrelevant websites is affecting social character, ethical and moral values of the people (Mahmood & Farooq, 2014).

Internet addiction like other addictive behaviors is considered a psychological problem across the world since it is deleteriously affecting behaviors such as inhibiting socialization, resulting in poor academic performance, adversely impacting personal relationships (Morahan-Martin & Schumacher, 2000) to name a few. Individuals are involved in specific online activities such as playing online web games, pornography and social networking which results in social withdrawal and lack of family and friends support and in extreme cases it results in psychopathologies since the phenomenon has gained attention of the clinicians and researchers it has been considered as a psychological disorder and is included in DSM-5 (Li & Lin, 2014).

According to Morahan- Martin and Schumacker (2009) internet provide the users relaxation, escape from daily stresses and an easy way to excitement. Internet is not addictive in itself but its unique aspects play major role in contribution to Internet Addiction mainly its high speed, easy accessibility, unlimited information and powerful content (such as social sites, online video games, movies, pornography etc.). Addiction can be termed as damaging coping strategy and substitute actions for unresolved stress and helplessness (Dodes, 2011).

It is argued that when people feel helpless they become anxious and try to engage in certain behaviors which make them feel under control because they displace their uncomfortable feelings on those actions. Some indulge in healthy behaviors such as do sports, study more or start behaving in an opposite manner which is socially acceptable while some indulge in unhealthy behaviors such as smoking, drinking, excessive internet use, doing drugs, pornography. After doing such actions they feel in control and gradually a short term solution becomes a long term problem (Kesici & Şahin, 2009; Xiuquin et al., 2010). It has been observed that some people with certain personality traits are prone to Internet Addiction. Researchers have found relationship between Internet Addiction and Personality Traits (Huang, 2010). Some personality traits may include introversion, self-conscious and socially withdrawal individuals are closely related with Internet dependency (Kesici & Şahin, 2009; Xiuquin et al. 2010). Similar findings have been reported by other researchers (Zhou, Li, Li, Wang, & Zhao, 2017).

It was also reported conscientiousness is negatively associated with Internet addiction. Adolescents who score high on the category of conscientiousness have better self-control, organized planning and are aware of negative consequences of internet use (Li, Zou, Wang, &Yang, 2016). Therefore, they are less likely to involve in Internet Addiction. They also found positive correlation between Neuroticism and Internet Addiction. Adolescents with neuroticism are more distressed and face troubles in relationships hence; they are more inclined towards passive and isolated activities such as internet to avoid getting into unpleasant situations. In low agreeableness individuals are hostile as a result they have difficulty forming intimate relationships in the real world. Hence, it is more likely that they try to fill those gaps by online friendships in the virtual world and with a passage of time they become addicted to it (Ozer & Benet-Martinez, 2006). Some researchers have reported that extroverts have good interpersonal skills and better social relationships in real life therefore they do not feel the need to make online friends (Li et al., 2016). Likewise, individuals with openness to experience are more involved in various activities and interested in the real life experiences which reduce their chance of Internet dependency (Zhou et al., 2017).

According to Mahmood and Farooq (2014) neuroticism is related to one's emotional health and stability. The features of high neuroticism are anxiousness, grief, anger, inability to manage stress. Self-control, stability ability to manage stress is sign of low neuroticism. Social media provides them a platform to depict themselves as appealing as possible in social interactions. Extroversion pertains to a person's extent to which he socializes and spends time with others. A passionate attitude for the outside world is a hallmark of extraverts. They are highly optimistic, energetic and confident. On the contrary Introverts are much reserved and draw their energies from solitary pursuits. For such reasons it is argued that introverts are more prone to Internet addiction because in face to face "up-close and personal interactions" they do not communicate as much. Openness to experience refers to a person's desire to try new circumstances and experience different situations. They are open to new experiences and ideas and easily get connected with people. This is one of the reasons that they score high on spending more time on social sites.

Keeping the above researches in view it was thoughtful to study Attachment Styles as it could be one of the contributing factors in different addictions. Social interactions issues can be linked with Attachment Theory which was developed by Bowlby (1991). According to this theory human being are in constant need to form secure and emotional bonds (Celik, 2004). Interactions between mother or the primary caregiver and infant help the child to predict his caregiver's behavior and results in mental representation of how the child will perceive himself and the others. Two important models are based on this idea. First one deals with self and the second one deals with others that help an individual to form memories that later become attachment representations and affects a person's attitudes and beliefs towards self and others (Mikulincer & Shaver, 2006). Furthermore, these models are divided into four adult attachment styles (Secure, pre-occupied, dismissing and fearful). According to Bowlby the attachment needs stay for life, secure attachment to other human is main axis around which a person's life rotates individuals not only need it in their initial years but throughout their life (Basham & Dennis, 2004).

According to Li and Zedgiridze (2015) adolescence is considered a critical stage in life and parent-child relationship during this stage is very important in terms of building up a person's personality and behavior. Davis (2001) reported that lack of parental love and support gives rise to excessive internet usage. It provides them a safe and convenient stage to shape their social identity; promotes self-disclosure people without hesitating share information helps them to build confidence and satisfaction about themselves when they receive positive acceptance feedback on their profile; as a result adolescent fall more for internet addiction (Li & Zedgiridze, 2015).

Parents who provide their children with right amount of warmth, love, support, security, time, are non-rejecting their children are less likely to involve in unhealthy psychosocial behaviors. Research demonstrates older children score high on excessive internet use as compared to younger ones, one of the reasons is decreased monitoring of parents they are less concerned about the time their children are spending on social media and other activities which includes pornography, watching seasons, playing online video games etc.

It has been reported that due to low levels of parental-control adolescents get into dysfunctional behaviors, substance abuse, sexual activities and Internet addiction (Park, Kim & Cho, 2008). According

to Lorente (2002) adolescents need continuous warmth, protection, empathy from parents and if parents are unable to provide these essential emotional foundation children find ways to compensate and fill those empty gaps by using other means like communicating with friends and peers through Internet.

Individuals with secure attachment styles experience responsiveness and caring caregivers thus they are satisfied with their self and others. They cope and effectively handle stresses of life and are more comfortable at forming social bonds (Peterson & Park, 2007). Such people will tend to have congenial interpersonal relationships and use Internet less. Excessive Internet users have less interactions and involvements with family, less socialization and high rates of loneliness and depression (Chou, Cordon, & Bellanc, 2005). According to "China Youth Addiction Report" (CNNIC, 2010) it was found that those families that imposed strict rules and regulation on their children, easily became internet dependents since it provides an easy escape from parental-control and helped them to relieve their stress and pressures imposed by their authoritative parents.

Researchers proposed following factors on behavioral addiction to determine whether an individual is suffering from internet addiction depending on how higher he/she scores on them. These factors have their roots in the work of Brown's (1993). Those salient features are, when using internet or staying online becomes the most important activity of one's life; change in moods when the activity is significantly affecting individual's experiences; tolerance, when the urge to have higher dosage of the activity to feel the same initial sensations; withdrawal symptoms, the agitation and negative thoughts that arise when the individual is unable to fulfill his/her need to perform the activity or reducing the time of the activity; conflict in social relationships involved in arguments and quarrels and also poor performance in academics; relapse, the potential to bounce back to the damaging activity even after the person has learned to have control over it (Griffths 2000; Widyanto & Griffths, 2007).

Internet Addiction can be further divided into five subtypes; cyber sexual addiction in which addicts visit and spend hours on adult websites involving in cyber-sex mainly known as pornography; cyber relationship addiction in which addicts involve in online relationships through social sites; internet compulsion addiction in which addicts involve in uncontrollable, consistent and unwanted online activities such as online shopping, gambling, trading and bidding; internet overload addiction in which addicts are exposed to unlimited information (Niaz, 2008).

Moreover Niaz (2008) reported that in developing countries technological inventions are considered as addictive agent in mental health problems naming a few in South Korea 10 cardiopulmonary related deaths and game related murders took place in internet cafes. In 2006 it was estimated that approximately 210,000 children ranging from 6-19 years of age were affected and required treatment. About 80% of them were on psychotropic medication and about 20% were hospitalized. It was also found that in china 13.7% of adolescents diagnosed with internet addiction as a result Chinese government in 2007 restricted computer game users.

Internet was introduced in Pakistan in 1995, a dramatic growth in usage of Internet has been observed and for the past few years' addiction to technology is sloping upwards and is becoming problematic. Since Pakistan belongs to a collectivistic culture people are bounded by various norms, Internet is a

world where taboos of relations out of family, religious constraints seem to decrease. In various cities of Pakistan it was reported that Internet provided married women relief from boredom and loneliness as a result many got into love affairs and even sexual relationship with the people they communicated through internet. Many married men were also referred for treatment of Internet Addiction. It was reported that they got sexual gratification on Internet and lost interest in their wives as sexual partners they spent excessive hours on cyber-sex which affected their work and family relationships (Niaz, 2008).

A study was carried out on students of multiple universities of Pakistan to find relationship between problems and means of Internet Addiction. According to the study students felt a sense of pleasure using internet, one third claimed that they remained impatient, lethargic and irritated when they used Internet for hours. About 30% of the students were internet addicts and their usage of Internet lied between 40-50 hours a week (Iqbal, Noor, & Mian, 2014). Internet adversely impacts the academic performance of students because they invest their time and energy using different applications and social sites (Akhter, 2013). Individuals use the internet to expand their social networks for emotional support and the factor of anonymity lowers social anxiety hence, have more online interactions and research has suggested that such individuals are greatly satisfied with their social media friendships (Huang, 2010). Internet dependency has detrimental effects on users' physical, psychological, interpersonal, marital and social relationship (Niaz, 2008). The current study will be an addition to the problematic phenomena of Internet Addiction and would add more knowledge to the existing body.

Most of the studies in the review of the literature are from the Western world and there is a serious paucity of research in this area. Although, there are not many people who use internet as they do not have resources, for them getting the next meal is the goal yet there are many especially in the cities, teenagers and adolescents who are more frequent users of the internet. Though it is used more by the aforementioned population it is not limited to it. In cooperate, business and academic world internet has become a basic need. This study is an attempt to ascertain the relationship between personality traits, attachment and internet addiction in Pakistan.

Hypotheses

H1: It has been hypothesized that there would be a negative correlation between personality traits and Internet addiction.
H2: It has been hypothesized that there would be a negative correlation between attachment styles is and Internet addiction.
H3: It is hypothesized that personality traits and Internet addiction would have no correlation.
H4: It is hypothesized that there would be no correlation between attachment styles and Internet addiction.

Aims and Objectives

The purpose of the study is to find relationship between the big five personality traits, attachment styles and Internet addiction. Since most of the studies have been carried out in West and not much work has

been done in Pakistan on Internet addiction and how it is impacting Pakistani population, it was imperative to conduct such a study in Pakistan.

Summary of Introduction

Internet is considered the most useful and popular tool for communication in today's world. It has made life much easier and helps people in connecting and socializing without the limitation of their geographical location. Although there are countless beneficial factors of Internet but excessive usage is becoming problematic for physical and psychological health. The current study will be primarily focusing on personality traits and attachment styles to find out to what extent they contribute to Internet Addiction

2. Method

The study primarily focused on the relationship between the big five personality traits (neuroticism, conscientiousness, extroversion, openness and agreeableness), attachment styles (secure, pre-occupied, dismissing and fearful) and how these factors are playing role in Internet addiction which is becoming a global issue.

Sample: The current study included a sample of 150 participants selected from a private university of Pakistan. All the students were enrolled in undergraduate program.
Sample Technique: In the present study random sampling was used.
Research Design: In the present study correlational research design was used to ascertain the association between the big five personality traits, attachment styles and Internet addiction as discussed previously.
Measures:
Demographic Questionnaire: The demographic questionnaire specified the gender of the student. It was given along with other questionnaires.

Big Five Personality Inventory (BFI)

In order to measure the five dimensions of personality the big five personality inventory was used. It is a self-report inventory consisting of 44-items in total. It has short length phrases written in English and responses will be scored on Likert scale. The alpha reliabilities ranges from 0.75 to 0.90 with mean score above 0.80 for BFI scales. The three month tests re-test reliabilities ranges from 0.80 to 0.90 with average above 0.85 (John & Srivastava, 1999).

Relationship Scale Questionnaire (RSQ)

To measure the attachment styles relationship scale questionnaire was used. RSQ was developed by Griffin and Bartholomew (1994). It consists of 30 items. The response to each item is scored on Likert scale from 0=not at all and 6= very much. The internal consistency ranges from 085 to 0.90 and test re-test reliability ranges from 0.54 to 0.78 (Shvil, 2011).

Internet Addiction Test

Internet addiction Test was developed by Kimberly Young (2004) to assess Internet addiction. It consists of 20 items. The responses were rated on a Likert scale. The internet consistency was found to be 0.98 and test re-test reliability appeared 0.73 to 0.88 (Lacon, Rodgers, & Chabrol, 2014).

Statistical Analysis

Once the data was collected it was entered into SPSS (Statistical Package for the Social Sciences) for descriptive and inferential statistics. For comparison of the variables pearson product correlation was used to analyze the data and to see association regression analysis was run.

Procedure

The researcher presented the proposal to board of studies and later to Institutional Review Board (IRB) for ethical consideration. Once it was approved by both boards further research was carried out and data was collected. The researcher greeted and introduced herself to the students they were briefed about the nature and the purpose of the study and were asked to voluntarily participate in the study. Students were assured about the confidentiality of the data. Those participants who were willing to participate were given the booklet which contained the three instruments, demographic questionnaire and a consent form. A chair was there for the participants to sit a clip board and pen was given to the students to comfortably fill the questionnaires. It approximately took 15-20 minutes to fill the forms. The form was checked for any missing items if there were they were asked to fill them. The participation of the participants was appreciated by the researcher. On completion of data collection it was entered into SPSS for data analysis.

Ethical Consideration

The research proposal was submitted to Institutional Research Board (IRB) for any ethical concerns. Once it was approved the researcher conducted the further procedure. The participants were asked to voluntarily participate in the study and were given the informed consent to assure them confidentiality. Names were not mentioned on the forms rather the forms were numbered for anonymity.

3. Results

On the completion of data collection it was entered into SPSS (Statistical Package for the Social Sciences) for descriptive and inferential statistics. For comparison of the variables Pearson product correlation was used to analyze the data and to see association regression analysis was run. The further section is the details of the results and is divided into descriptive and inferential statistics.

Descriptive Statistics

The descriptive Statistics is shown in Table 1. The total respondents were (N=150), there were 59 males (39.3 %) and 91 females (60.7 %).

Table 1: The frequency and percentage of gender, birth order, and year of study, family structure, family income, parental marital status and gadgets

Variable	*f*	*%*
Gender		
Male	59	39.3
Female	91	60.7
Birth Order		
First Born	49	32.7
Middle	47	31.3
Last	27	18
Only	27	18
Year of Study		
Freshmen	27	18
Sophomore	25	16.7
Junior	35	23
Senior	63	42
Family Structure		
Nuclear	116	77.3
Joint	34	22.7
Family Income		
20000-40000	18	12
40000-60000	18	12
60000-80000	24	16
80000-100000	34	22.7
Above 100000	56	37.3
Parental Marital Status		
Married	131	87.3
Divorced	1	0.7
Death of a Parent	17	11.3
Remarried	1	0.7
Gadgets		
Laptop	8	5.3
Smart Phones	15	10
Others	127	84.7

Inferential Statistics

Table 2: The mean, standard deviation, the value of t-test and values of p and Cohen's d.

Variables	Groups	*M*	*SD*	*t*	*P*	*Cohen's d*
Big Five	Male	150.457	19.891	-.387	.095	NS
Personality	Female	151.747	19.987	-.387		
Traits						
Attachment	Male	70.762	16.455	-.907	.131	NS
Styles	Female	73.483	18.839	-.934		
Internet	Male	48.457	18.843	2.932	.136	NS
Addiction	Female	40.142	15.636	2.818		

The table above indicates mean, standard deviation, the value of t-test and value of *p* and Cohen's *d*. It showed that there is not much difference between males females on the basis of Personality traits, Attachment Styles and Internet Addiction. Since difference between males and females was not significant hence, Cohen's *d* was not conducted on them.

Table 3: The correlation between the three variables big five personality traits, attachment styles and Internet addiction (N=150)

Variables	*RSQ*	*BFI*	*IA*
Relationship Scale	----	.225**	.114
Questionnaire		0.006	.078
Big Five Personality Trait	---	----	-.192*
			.019
Internet Addiction	----	----	-----

The relationship between attachment styles (as measured by Relationship Scale Questionnaire), Big Five Personality Traits (as measured by Big Five Personality Inventory) and Internet Addiction (as measured by Internet Addiction Test) was investigated using Pearson Product Correlation it was found that significant positive correlation exists between Big five Personality traits and Internet Addiction but between attachment styles and Internet Addiction the results were not found to be significant.

Table 4: Linear Regression Analysis

Model	Sum of Squares	Df	Mean Square	F	.Sig
Regression	1659.829	1	1659.829	5.658	.019
Residual	43414.545	148	293.342		
Total	45074.373	149			

a Predictors: (Constant), BFI   b Dependent Variable: IA

The above table shows that BFI have significant value 0.019 which is below 0.05 which means that big five personality traits is good predictor of Internet addiction.

Table 5: Coefficients

Home	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	68.788	10.599		6.394	.000
BFI	-.168	.071	-.192	-2.379	.019

a. Dependent Variable: IA

In the table above beta coefficient of BFI is (-.192) indicating that it is making a contribution in explaining the dependent variable. The significance value of BFI is (.019) which is less than .05 means that it is making a significant contribution to the prediction of Internet addiction.

4. Discussion

Internet is considered as a privileged for human world (Widyanto&Griffits, 2006). It has globally removed all kinds of barriers and made it possible for people to connect with one another no matter how geographically far they may be and helps in providing unlimited information on every aspect of life (Mahmood & Farooq, 2014). Despite having numerous beneficial factors of Internet excessive Internet dependency activates problematic condition known as Internet Addiction (Griffits, 2000). Due to its negative impacts on social behavior it is now counted as a psychological disorder and included in DSM-V(Li &Lin, 2014) it involves unreasonable online gaming, sexually pleasure seeking preoccupation and spending extended hours on social sites (Niaz, 2008).

The number of activities that people have involved in like pornography, hacking soft wares, being online for more than required hours on social network sites easy accessibility to inappropriate websites is affecting individuals' social and moral character (Mahmood & Farooq, 2008). People who use internet excessively have less interaction with family, poor academic performance (Morahan-Martin & Schumacher, 2000) and has detrimental effects on their physical, psychological, interpersonal, marital and social relationships (Niaz, 2008). Internet has gained so much attention and is now a major part of individuals lives therefore the researcher was interested in finding some of the factors that could be playing role in Internet Addiction and since the already existing literature and is mainly from Western World and not much work has been done in Pakistan on cyber world and how is it impacting this part of the world so the researcher wanted to find out how much it matches with already existing literature and how different the result will be.

People not only differ genetically and externally but also possess different attitudes and behaviors to deal with different situations of life. Some adopt health patterns like behaving in a way that is socially acceptable while others fall for unhealthy practices like addiction, smoking, drinking excessive internet

use, drugs and pornography (Kesici & Şahin, 2009). According to Morahan-Martin and Schumacher (2000) internet helps individuals to escape from stresses of life and helps to divert their attention to something more relaxing and exciting. It has been seen certain personality traits like introverts, self-conscious and socially distant individuals fall more for internet addiction (Kesici & Şahin, 2009). According to research by Ozer and Martinez (2006) it has been found that conscientiousness is negatively associated with Internet addiction since these individuals who score high on conscientiousness have better self-control and are aware of negative aspects of Internet dependency. They also found positive association between neuroticism and internet addiction these individuals feel more low and stressed and face problems in their emotional relationships hence they fall for internet addiction to avoid unpleasant situation. Furthermore they reported in low agreeableness individuals are filled with rage as result they find it difficult to form close relationships in real world, Hence, they try to fill those blanks with online friendships in virtual world.

People who fall for various addictions may have roots in their childhood. Therefore attachment styles were also considered as one of the contributing factor in Internet Addiction. According to Attachment Theory human beings are in constant urge to form secure and emotional relationships (Celik, 2004). According to Bowlby the emotional bond that is formed during early age between mother and baby is visible throughout his life (Basham & Dennis, 2004). Adolescence is considered as the most critical transitional period which greatly depends on parent-child relationship. When there is less parental control adolescents fall for unhealthy and dysfunctional behaviors like, substance abuse, sexual activities and internet addiction (Park, Kim, & Cho, 2008). According to Lorente (2002) adolescent need continuous warmth, love, protection and empathy from parents and when parents are not able to fulfill these fundamental requirements children find other ways to compensate those needs like communicating with friends on Internet watching adult content videos spending hours on social sites.

The current study was conducted in a private university of Pakistan to see how much the finding matches with the already existing literature. The relationship between attachment styles (as measured by Relationship Scale Questionnaire), big five personality traits (as measured by Big Five Personality Inventory) and Internet addiction (as measured by Internet Addiction Test) was investigated using Pearson product correlation and to see association regression analysis was run. There was not a significant result found between attachment styles and Internet addiction but significant results were found between personality traits and Internet addiction. Since not a significant result was found between attachment styles and Internet addiction therefore regression analysis was not run on the two variables but was done on big five personality traits and Internet addiction. The results were found to be significant therefore it was reported that big five personality traits are good predictors of Internet addiction. The results of this study were not exactly matching with the already existing literature which reflects the possibility that due to cultural aspect there is difference in results. One of the main factors that affects a person's personality and the way he absorbs things and behaves is the culture he/she grew in. Many anthropologists and archaeologists have defined culture in different ways they refer it to collection of traits different from other cultures and usually it is linked with geographic distribution and adaptation to the environment (Reid & Whittlesey, 2010). The current research was conducted on Pakistani students who belonged to a collectivistic culture and follow different religions, traditions, ethnicity, values, norms and beliefs the people of east are more customary, traditional and conservative.

They remain firm in their ideologies and beliefs. The results were compared with the researches of West world which is an individualistic culture the people of west are more liberal, open, flexible and expressive they take responsibility of their own actions.

5. Implications

Internet is though a benefit for human society is an excellent way of communication in this modern world, people should be aware of its negative impacts. Universities should conduct counseling sessions and seminars to make students aware of the psychological and physical problems of excessive Internet use. Mental health professionals in schools, colleges, universities and workplaces need to raise awareness about the risks associated with obsession of internet use. They should make people realize their level of addiction and effects on the quality of life. Communication or interactions through technology has opened a new territory in social interaction. Addiction to pornography and interpersonal cyber-sex is still not worked on properly. Mental health professionals must be aware that anything that quickly and fully satisfy such a basic human instinct is bound to be addictive. Internet addiction is as serious as other addictions; hence it should not be ignored. The current study has been focused of much research around the world especially in regard to Internet addiction but in Pakistan very few studies have been conducted. The researcher wants to contribute her work to help see how much cultural difference is reflected in the results of the study and since it is a global issue and is directly affecting social behavior it would be relevant to study this topic. The research will be helpful in shedding light upon how some of the personality traits along with attachment styles lead to internet addiction among individuals.

6. Further Research

- Lahore being a cosmopolitan city has much more facilities and luxuries as compared to the rural areas of Pakistan. Many of them face a lot of difficulties in terms of resources like they are deprived of electricity have no proper access to internet and the literacy rate is below the line. The same study could be conducted on the individuals of rural areas and matched with the results of this study to see how much difference is there since urban and rural are both part of Pakistan and both belong to same culture.
- The same study could be conducted on students of private universities and government universities and then comparison between the results could be done.
- It would also be interesting to find out the relationship between Internet addiction and other substance abuse.
- The same study could also be conducted on people of different occupations.

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