

Addiction of Social Media in Students: A Critique on YouTuber Rajab Butt.

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Abstract:

This research explores how social media addiction affects students, focusing on manipulation and engagement. Researcher conducted interviews with students at Superior College (campus for University programs) to understand the impact of social media on their mental health and studies. Using the General Pathological Internet Use (GPIU) Theory, researcher examined how excessive social media use can lead to negative effects like poor grades, depression, low self-esteem, and feelings of inferiority by use Pakistan's well known and prominent YouTuber family Vlogger Rajab Butt, as a research study. Findings of this research paper shows that excessive social media use can harm students' academic performance and mental health. This study highlights the need for healthy online behavior and awareness about social media's impact on youth. This research aims to contribute to the conversation on social media's impact on students.

Keywords: Social Media Addiction, Students, Mental Health, Academic Performance, Rajab Butt, Depression, Inferiority, low self-esteem.

Introduction

The use of social media has transformed the way individuals consume information from YouTube, TikTok, Instagram, Facebook, Twitter and many other platforms. Social media is not remaining just for the source of information. Students specifically teenagers waste their precious time on social media watching vlogs gaming, messages and so on. They are addicted to social media. Now it is necessary to know what addiction of social media is. Social media addiction also known as social media Dependency or overuse of social media refers to the excessive or impulsive use of social media platform. This can leads to negative effects of social media on mental and physical health, relationships, and daily life.

This research paper is very important because the addiction of social media in students has not been analyzed in the context of vlogging. Excessive watching vlogs of Rajab Butt is research gap and the researcher tries to fill the gap. That is why the Current study is significant. Popular YouTuber Rajab Butt who has gained a massive following, known for his family vlogs on his channel "Rajab's Family". His videos are lengthy, often ranging from 30 to 40 minutes, and feature entertaining content, scripted pranks, and a luxurious lifestyle. This extensive engagement with social media can be problematic, as excessive use can negatively impact students' emotional well-being and academic performance.

This study grounded in the General Pathological Internet Use theory (GPIU).(Richard, 2001). General pathological Internet use theory proposed by Richard Device (2001) in his book “Computers In Human Behavior” is a form of pathological Internet Use (PIU) theory. This theory refers to the excessive and often uncontrolled use of the Internet and social media. This theory involves the abnormal amount of time wasted on social media, either wasting time with no directive purpose, or spending vast amount of time in chat room. The GPIU theory outlines cognitive symptoms such as obsession with internet and online videos, behavioral symptoms such as problems in daily life relationships, work, or education due to excessive internet use. This researcher examines the addiction of social media on student’s mental health, anxiety, self-esteem, and feelings of inferiority (isherazbuttt.2025) and their academic performance in the context of vlog watching.

This Theory (GPIU) is relevant to this research questions because it provides a framework of understanding the negative consequences of excessively internet use including vlog watching. The theoretical assumptions of General Pathological Internet use generally center to the idea that PIU is a complex behavior influenced by a combination of factors including maladaptive cognitions and social interaction. This factors and beliefs contribute to Pathological Internet Use. This research will apply GPIU theory to explore the relationship between social media and students’ mental health including anxiety, self-esteem, feelings of inferiority and it’s Impact on academic performance by under my standing the cognitive and behavioral factors that cause PIU . This theoretical framework provides basis for understanding the complex issues of social media and it’s impact on students mental health and academic performanc. According to the General Pathological Internet Use (GPIU) theory, proposed by Richard Davis, excessive internet use can lead to cognitive, behavioral, and social symptoms.

In the context of Rajab Butt's vlogs, the GPIU theory suggests that students may experience cognitive symptoms such as preoccupation, obsession, and maladaptive cognitions. For example, students may become preoccupied with Rajab Butt's vlogs, constantly thinking about his content and feeling an intense desire to watch more. They may also develop an obsession with his lifestyle, feeling a strong emotional attachment to his content and wanting to emulate his behavior. Moreover, students may experience negative thoughts and feelings, such as feelings of inadequacy or inferiority, when comparing their lives to Rajab Butt's luxurious lifestyle.

The GPIU theory also suggests that excessive internet use can lead to behavioral symptoms such as problems in daily life, impaired relationships, and academic performance. Students may experience problems in their daily lives, such as decreased focus on academic tasks, skipped classes, or neglected friendships, due to excessive watching of Rajab Butt's vlogs. They may also experience impaired relationships with family and friends due to their excessive engagement with his content. Furthermore, students may experience a decline in their academic performance due to excessive watching of Rajab Butt's vlogs, leading to decreased productivity and poor time management.

Additionally, the GPIU theory highlights the role of social interaction in shaping online behavior. Students may identify with Rajab Butt's lifestyle and values, feeling a sense of connection and community with him and his audience. They may also compare themselves to Rajab Butt and his family, feeling inadequate or inferior due to differences in lifestyle and socioeconomic status. Moreover, students may seek validation and approval from others on social media, using likes and comments as a measure of their self-worth.

By applying the GPIU theory, this research paper aims to investigate the impact of Rajab Butt's vlogs

on students' well-being, with a focus on their inner health, academic performance, and daily life. Researcher will explore how his content can lead to negative outcomes, including cognitive, emotional, and behavioral problems. By understanding the effects of Rajab Butt's vlogs on students through the lens of the GPIU theory, researcher can identify ways to promote responsible social media use and mitigate its negative consequences. The significance of this study lies in its exploration of the largely unexamined area of social media addiction in the context of vlogging. By shedding light on the impact of Rajab Butt's vlogs on students, one can contribute to the development of strategies that promote healthy online behavior and support students in maintaining a balance between their online and offline lives.

Objectives of Research paper

- To examine the content and themes in Rajab Butt's vlogs and their potential impact on students men health and self-doubt.
- To investigate that how Rajab Butt's vlogs influence students' perceptions of themselves and their academic performance.
- To analyze the effects of Rajab Butt's vlogs on students feelings of inferiority and comparison with him.

Research Questions:

- How do Rajab Butt's vlogs impact his viewer's perception of themselves or their lives?
- Do Rajab Butt's vlogs contribute to social comparison or feelings of inferiority among students viewers?
- How does Rajab Butt's content influence students' attitude toward emotional wellbeing and academic performance?

Methodology:

This study employed a qualitative research study approach to explore the impact of Rajab's vlogs on his audience. This critical analysis design was utilized to gain an In-depth understanding of the phenomenon, involving a detailed examination of interviews.

Questions for Interview:

1. Age
2. How many hours do you spend on social media daily?
3. How often do you check social media?
4. Do you watch vlogs regularly?
5. What motivates you to watch vlogs?
6. Do you feel anxious when unable to access social media?
7. Has social media/vlogging affected your academic performance?
8. Do you feel pressure to present a perfect online image?
9. What benefits or drawbacks do you see in vlogging?
10. How do you think social media/vlogging affects your mental health?

Researcher collected data through in-depth interviews with 10 individuals aged 20-23, enrolled in Superior College (Campus for University programs) ,who have watched Rajab's vlogs. The interviews were conducted to gather detailed insights into their perceptions, opinions, and experiences related to Rajab's content. The interviews revealed a range of perspectives on Rajab Butt's vlogs.

One of my participants named Emaan Arshad finds Rajab's vlogs to be a great source of relaxation and entertainment. She prefers watching his vlogs over doing assignments, as it gives her a much-needed break and relief. Her mood often depends on his content, and she doesn't feel like she's

wasting her time watching him. Although she knows his vlogs are scripted, she doesn't see any negative impacts. Instead, she finds motivation in his content and spends 40 minutes daily watching his vlogs without feeling any sense of comparison or inferiority.

Another participant named Zahida Imtiaz shares similar sentiments, finding Rajab's vlogs to be an escape from daily stress. She enjoys his content for its entertainment value and appreciates the motivational aspects. Watching his vlogs has become a daily habit, providing her with a sense of calm and positivity. She doesn't feel pressured to compare herself to others or experience low self-esteem; instead, she finds inspiration in his words. She seems to have a positive relationship with Rajab's content, using it as a tool for relaxation and motivation.

Alishba Walayat shares her thoughts by saying that watching Rajab's vlogs is a waste of time, and she only does it 2 days a week as a pathetic attempt to escape reality. His content is not only unentertaining but also toxic, promoting a lifestyle that's detrimental to productivity and goal-achievement. Given his lack of education, it's laughable that he thinks he can motivate others to study or succeed. His vlogs actually portray a horrible message, glorifying laziness and a lack of discipline, such as sleeping late at night till 2 pm. She's not inspired to study or improve herself after watching his vlogs; instead, she sees it as a mindless distraction that hinders her academic progress. Even his charitable acts seem insincere, done solely for the sake of getting more views and boosting his ego. Overall, Rajab's vlogs have a negative influence, and she wonders why people waste their time watching them.

Arish Fayaz said that she rarely watches Rajab's vlogs, maybe one and a half in a week, and even then, she sometimes feels like it's a waste of time. She believes students should prioritize their studies over watching vlogs, and Rajab should focus on his real life instead of living a fictional one. She's critical of his content, feeling it promotes anxiety, show-offs, and exaggeration. Unfortunately, she finds herself comparing her life to his, which is a natural human tendency. She worries that his vlogs distract students from their studies, providing only temporary relief. Moreover, she thinks the younger generation is heavily influenced by vloggers like Rajab, leading to negative effects. Some students are even inspired to start vlogging themselves at an age when they should be focusing on their education.

Laiba Khalid shares her concerns about him that Rajab's content is seen as a waste of time and potentially dangerous, especially for younger students and boys. His behavior, such as the recent viral video where he was physically abusing a boy, raises serious concerns. The fact that he seems to receive relief from the police despite his wrongdoings, while ordinary people don't, suggests a double standard and potential misuse of power and money. His actions, including using abusive language for entertainment and displaying negative behavior towards his family members, can have a detrimental impact on society. Specifically, his treatment of his mother, sister, and wife may promote disrespect towards parents and elders, which can be harmful to social values and relationships.

Ghazia thinks that Rajab's message that degrees are unnecessary and that vlogging can lead to wealth is problematic. While he shares his struggles that he did not get rich within few days by saying that once I was an office boy, I did a job of salesman and many others and after that I have this luxury life but there are many others who face similar or even harder challenges in their jobs, such as sweepers, laborers, and drivers, who aren't wealthy despite their hard work. He is rich just because of You Tube, and vlogs that portrays a negative message to earn money through YouTube only. There is nothing to get rich by working hard. Moreover; his content can have negative effects on viewers, contributing to depression, low self-esteem, and inferiority complex. It's puzzling why people are so

mad to him, despite the potential harm, his message can cause

Antasha shares that she's a daily viewer of Rajab's vlogs and spends 2-3 hours watching them, which she considers a waste of time. Her studies suffer as she can't balance her time between his vlogs and academics, often forgetting to study. She's attracted to his entertaining content, friendship, and luxurious lifestyle, which display through branded items and expensive gifts. However, she believes this can be harmful to families, creating unrealistic expectations and demands for material possessions that not everyone can afford.

Mariam Imran strongly criticizes Rajab's vlogs, calling them a waste of time that can cause inferiority, low self-esteem, and harm studies. She accuses him of showcasing his luxurious lifestyle solely for attention and views, rather than genuine happiness for his family when he gifts them expensive items. She's also skeptical of his claims of donating large sums to the poor, suspecting it's a publicity stunt to earn more. Having previously been a regular viewer, she's now aware of the scripted nature of his vlogs and has stopped watching them.

Ayesha Sikander strongly condemns Rajab, calling him an uneducated person whose influence is harmful to society. They believe that only idle or senseless people follow him, implying that his content appeals to those who lack purpose or direction in their lives. This participant sees Rajab's impact as negative, potentially leading his followers misguided. Mishaal thinks Rajab's vlogs are a waste of time. She believes Rajab is always talking about material things and showing off his wealth. She also feels like Rajab is trying to make people feel bad about them so they buy more stuff. He doesn't find Rajab's content relatable or inspiring at all.

Data Analysis:

The use of social media is common among students, who utilize it for various purposes such as social engagement, information sharing, knowledge acquisition, entertainment, and escapism. However, excessive social media use can lead to several problems. Students are addicted to social media, particularly for entertainment purposes, through apps like TikTok, Instagram, Facebook, and YouTube. They find escape in social media, indulging in content like comedy, travel vlogging, and more.

Excessive social media use creates problems for students, including depression, loneliness, and negatively impacting their academic performance. Students are now addicted to daily vlogging, spending quality time watching vlogs. Rajab Butt, a popular YouTuber, has a massive following, particularly among teenage students. His vlogs showcase entertainment through his family and luxury lifestyle, including scripted pranks and displays of wealth. His vlogs play an important role in leading to depression, low self-esteem, feelings of inferiority, and negatively impacting academic performance. His videos are 30-40 minutes long, uploaded daily, and students eagerly wait for new content, checking their phones frequently for notifications. This consumes a lot of time, leading to wastage of time. If he doesn't upload a vlog, it causes sadness in students.

Rajab Butt's vlogs, showcasing his wealth, lead to feelings of inferiority and inadequacy among students. For example, when he bought a Land Cruiser V8, he created 9 vlogs about the car, titled "Jahaz".(Butt. 2023). The vlogs included:

"New car ki ijazat mil gyi".(Butt . 2024)

"Alhamdulillah new car, Jahaz le liya". (Butt. 2024)

"Surprising family with new Jahaz".(Butt. 2024)

"susral's reaction on new Jahaz".(Butt. 2024)

"Break failed on the mountain Baal baal bchy".(Butt. 2024)

“accident ho gya”.(Butt.2024)

“Emaan driving Jahaz for the first time. Katharnak Tyari”. (Butt.2024)

“New Parado chorri ho gya. Dogger ne apna bdla le liya”.(Butt. 2024)

And finally, “Jahaz sale kr diya. We have no car now”.(Butt. 2024)

This type of content is a waste of time for students, providing no motivation towards their goals or academia. Instead, it leads to feelings of inferiority, as students compare their lives to Rajab Butt’s luxury lifestyle. They desire similar luxuries and his content can create an urge to earn money by any means. Rajab Butt’s content, including buying expensive watches and gifting luxury items to his parents, further contributes to these feelings.

His statement in the “Zero to Hero” vlog, (Butt. 2023) discussing his life struggles from his job as an office boy, sails man etc to hero, and his confession in the “Excuse me” podcast, hosted by Ahmad Ali Butt,

چیز ہر اور ڈیڈ سٹائل لائف گے جائیں ہو کم ویوز لاکھ بیس میرے تو جاؤں بیٹھ کر بن صوفی یا ملا پر چینل اپنے میں اگر ”
”گی جائے ہو تباہی

(But and Ali. 2024)

Portrays a wrong message to students, suggesting that they can secure their future through vlogging, rather than education. Many students have started vlogging alongside their studies, but due to lack of content, views, and subscribers, they become depressed, hopeless, and inconsistent with their studies. When host Ahmad Ali Butt asked him about the responsibility of having a massive fan following and what the young generation is learning from him, he replied:

”میں ہر روز رات گیارہ بجے سے رات تین بجے تک لائیو ٹاک پر بیٹھتا ہوں اور ماہانہ تیس سے چالیس لاکھ روپے کماتا ہوں جو میں غریبوں میں تقسیم کرتا ہوں ، بچیوں کی شادی کرواتا ہوں ، کچھ بچوں کے سکول کی فیس دیتا ہوں اور غریبوں کے گھر راشن دلواتا ہوں کیا بجے یہ نہیں سیکھ رہے ؟“

(Butt and Ali. 2024).

Although he claims to donate his TikTok income to the poor, he also uploads vlogs of his charity work and earns double the money from those videos. This so-called charity is not for internal peace or to genuinely help the poor, but rather for views and profit. Moreover, his TikTok live sessions are filled with abusive language, and most of his videos feature girls where they often talk about vulgar topics. There is nothing meaningful or educational in his content. He manipulates his audience with fake sentiments and has no real concern for the poor—his only concern is money. In one of his videos, he was live with Mr. Patlu and an English woman named Liliana. Mr. Patlu said to her:

”Show me your spicy parts.”

(Butt May : 2025).

And Rajab Butt was laughing and fully supporting him.

This kind of content spreads negativity among students and teenagers. It affects their mental development, and many students stay awake all night watching his TikTok live sessions, which is extremely harmful to their health and academic life. Furthermore Rajab Butt's wedding vlogs have gone viral also but there is more to the issue than what can be seen on the surface of luxuries and celebration. It appears in these vlogs that are discussed below where he make more than 20 vlogs of his wedding from Shopping to First dawat after marriage such as

”Wedding Dress selected start.”(Butt. 2024)

”Barri dresses for Emaan, Surprise arranged by Maa g.”(Butt. 2024)

”Major preparations of shadi. Gold sets for Emaan.”(Butt. 2024)

” venue decided.”(Butt. 2024)

”Shadi preparations start ho gyi. Walima dress decided.”(Butt. 2024)

"Pre-wedding gift 10 Tola gold chain received."(Butt. 2024)
 "Celebrated first Nikkah anniversary together. Surprise for Emaan."(Butt. 2024)
 "Most awaited gifts unboxing."(Butt. 2024).
 "Wedding card distributed successfully."(Butt. 2024)
 "Dance practice start before wedding."(Butt. 2024)
 "First Dholki at sasural. Surprise arranged by Musa."(Butt. 2024)
 "Grand event of Mayoona. Haider and Dogar start crying."(Butt. 2024)
 "Class entry of my boys, first event at home."(Butt. 2024)
 "Grand and final Dholki. Best surprise arranged by Ghazal."(Butt. 2024)
 "Unbelievable Mehndi and Qwali Night. Barat ka dress cancel."(Butt.2024)
 "Grand event of Barat. Rajab Weds Emaan."(Butt. 2024)
 "Grand welcome of Emaan at home. Marriage agreement sign krwa Liya." (Butt. 2024)
 "Most awaited walima night. Gifts ki Barish ho gyi."(Butt. 2024)
 "Muklawa menha par gya. Emaan ko sasural chor aya."(Butt. 2024)
 "Most awaited vlog. Salami and gifts unboxing".(Butt. 2024)
 "Finally back home after 2 days. Emaan ko officially wapis ly aye."(Butt. 2024)
 "Sasural Sy maklaway k gifts aa gye."(Butt. 2024)
 "Attended shadi ki first dawat."(Buttm 2024)

Rajab Butt's wedding vlogs gained 7-11 million views, revealing a high-cost celebration, have raised the issue of how social media can influence impressionable young viewers. Although his financial situation support him in living such an expensive lifestyles because he has earned Millions of dollars by these vlogs, but the luxuries of riches and over show may set unrealistic standards and expectations on others to emulate the same.

This can result in materialistic attitudes toward weddings and life, with an emphasis on superficial content of wealth instead of rich experiences and relationships. Young people might feel pressured to overspend, which may result in financial hardship and debt.

It is important to understand that one who producing such kind of material can attracts so many people. He should advocate his audience for responsible financial behavior and urging them to focus on what is really significant. Rajab Butt can influence their consumers in a positive way.

Here, Rajab Butt's wedding vlogs can be viewed as an expression of wedding day as content creation and promote a negative culture where young generations set high expectations and spend their life in earning money rather than focusing on their education and career. Such kind of content only spread materialistic approach, inferiority complex and low self-esteem.

Findings:

The impact of social media on students' academic performance has been a topic of interest in various studies. Research by M. Umair, Rakhshinda, and Sana Miraj (2021) found a positive and significant impact of social media on university students' learning in Pakistan, highlighting the potential benefits of platforms like Twitter, WhatsApp, and Facebook.(Umair et al, 2020). In contrast. Peter Oshrive (2015) investigated the impact of social media on academic performance at the University of Lagos and recommended utilizing social media for educational purposes with proper monitoring. (Peter. 2015) .Farooq Abdullah (2025),explored both positive and negative effects of social media on students' academic performance, finding that social media can enhance academic activities if used responsibly.(Farooq et al. 2025)

In line with these mixed findings, this research on the impact of Rajab's vlogs on university students aged 20-23 at Superior College campus reveals a predominantly negative consequence. Unlike the potential benefits of social media highlighted in previous studies, our findings shows that excessive

watching of Rajab's vlogs affects 80-90% of viewers in negative ways, including wastage of time, inferiority complex, low self-esteem. harm to studies, promotion of materialism and luxury, scripted content, negative influence on students, and encouragement of idle behavior. This contrasts with the findings of M. Umair et al. (2021), where social media was found to have a positive impact. However, this research aligns with the cautionary notes sounded by Peter Oshrive (2015) and Farooq Abdullah (2025) regarding the potential negative effects of excessive social media use. Only 10-20% of viewers in our descriptive research experienced positive consequences, such as entertainment value and temporary relief. Overall, this research suggests that watching Rajab's vlogs can cause harm to students and negatively impact their academic performance, highlighting the need for responsible consumption of social media content.

Conclusions

From the above analysis, it can be concluded that through the critical analysis of YouTuber Rajab Butt and analyzing the content using the theory by Richard Davis, one can reach the point that students who pathologically use the internet and spend hours watching vlogs of Rajab Butt suffer from destructive mental health, depression, low self-esteem, and feelings of inferiority that can be harmful to their studies and future.

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