IMPRESSION MANAGEMENT AND DRUG USAGE

IN QUAID-I-AZAM UNIVERSITY

By

ASAD IFTIKHAR

Registration No. 01321813010

M.Sc. Sociology

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DECLARATION

I hereby declare that the work contained in the thesis entitled ―Impression management and drug usage in Quaid-i-Azam University written by Asad Iftikhar has been carried out under the Supervision of Farhan Ahmad Faiz. I also hereby declare that this thesis has not been submitted for any degree elsewhere.

Asad Iftikhar

Roll No. 01321813010

M.Sc Sociology

Session 2018-2020.

CERTIFICATE

It is certified that the work contained in this thesis entitled ―Impression management and drug usage in Quaid-i-Azam University" written by Asad Iftikhar has been carried out under the my supervision by Asad Iftikhar Roll No. 01321813010 and is approved for submission in partial fulfillment of the requirement for the degree of M. Sc in Sociology.

Dr. Farhan Ahmad Faiz
Supervisor/Assisant Professor
Department of Sociology,

DEDICATION

I would like to thanks my parents and especially my brother and sister who
have always support me, encourage me, and cooperate with me in each step of
life.

Acknowledgment

I have completed this study with the help of Almighty Allah who is merciful. It was not an easy task for me to complete it because of the pandemic situation, but it is made possible by Almighty Allah. I have chosen supervisor and thesis topic as a desire and today Allah has fulfilled both of my desires. I would like to thank and mention the name of those honorable personalities who have helped me and guide me for completing this task. First, I would like to thank the honorable supervisor Sir Farhan Ahmed Faiz. May Allah bless you always happy. Second, I would like to thanks my thesis assistant Madam Saba Aslam thanks you so much madam, I appreciate your guideline, help, and cooperation. I would also like to thanks one of my best and honorable friend Basheer khan, thank you brother you are one of the comfort zones for me during each difficult time. I would like to thanks my parents and especially my brother and sister who have always support me, encourage me, and cooperate with me in each step of life.

Asad Iftikhar

Abstract

The study intends to measure the relationship of impression management and drug usage among the students of Qyauid-a-Azam University Islamabad. Impression management refers to personality outlook of an individual through his attitude and behavior in relation to students' drug usage. Students take drugs for self making and the present research was conducted for measuring the self presentation and stylish behavior of students having drug habit in the educational institution regarding their modes and mechanism. In the present research the researcher checked the main objectives about modes and mechanism of drug usage among students. The relevant review by Harvey W. Feldman (June, 1968) which is "When drugs are introduced into a boyhood, the first users seem to be older adolescents whose stand up reputations have been indisputably earned". The respondents were selected with the help of purposive sampling technique and sample size of 150 students was selected. Interview schedule was used as a tool of data collection and data was tabulated and later analyzed. In order to support the theoretical basis of the research, the propositions of Cooley's Looking Glass Self, Labeling Theory and Self-monitoring theory were correlated with the current research.

Major findings of the study were that the majority of the respondents were in very young age 22-24 years. And they were prone to do smoking as an impression management among colleagues and class fellows. Almost 72.3% students through smoking habit within educational environment, show themselves as an intellectual, a good looking and an incumbent of a modern personality among class fellows and teachers in educational institutions. The researcher found that the influence of peer group on drug usage is mostly favorable / conducive and hence the drug addicts feel comfortable within their class fellows under the influence of a drug. The results indicate that there was a strong relationship between the knowledge of the drug and its usage as an impression management. The researcher concluded that the students through drug usage build their impression for gaining high status among their class fellows

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Chapter No.1 INTRODUCTION

The university life brings an enormous shift in the personality of the people where the student give a new meaning to his life. Here he intends to enjoy the splendid beauty of the campus. Sometime his curiosity take him to the advent of intellectual zenith but a bulk of people fall prey to the clutches of versatile and splendid focus to give a new meaning to his intellectual capabilities by indulging in malpractices. One of the malpractices is the inclination towards giving a new name and a shape to his personality. Hence, a majority of people become prone to the drugs on the name of managing his social self in front of his class fellows and peer groups on the name of impression management.

The researcher intends to explore the various modes and mechanisms of drug usage among students and its relationship with his impression management. Either proneness to drugs is apart of his personality trait or is it simply a result of the campus environment. If it is habit then what aspects touches the student's life; psychological functions, economic adjustment or social status. As a matter of fact drug addiction is considered as an adjustment in life which is socially required in the said environment. So the concern of researcher is to indulge for exploration about how and why a student indulges in drug usage. The probable reason for him is either to good feel or to relieve stress or tension or just as temporary escape or peer pressure or rite of passage or thrill of taking risk or for getting conditioning or he is adopted by media influence or he think it is better living through chemistry in academic years. The researcher's concern is to explore how student within an academic session indulge in such a malpractice.

1.1 Impression

"The act of impressing or the state of being impressed, the common communication of a stamp, mold style, or character, by external force or by influence". (Webster's Revised Unabridged Dictionary, 1913)

Impression refers to a specific emotion which is revealed by the individual in particular situations in various types. It is regarded essential for personality making having specific attitude and behavior. Impression of person depicts through character having some sort of habits which show his life style and

thinking patterns about the social world. Individuals communicate in various psychological emotions to impress other regarding their impressions.

1.2   Impression Management

"Impression management refers to the activity controlling information in order to steer others opinions in the service of personal and social goals". (Schlenker, B. R, and Pontaray B. A, 2000).

Although people can manage impression of almost anything like clothing, a political position and like etc. we can say it self presentation.   Being a student, he is required to show his personality regarding his dressing pattern and living pattern with stylish standards having some kinds of habits which will be able to him as a different looking among his colleagues and he makes his personality adopt all legal and illegal habits and drug is one of them which is socially required to him. Because students most commonly manage the impressions others from themselves, a sub-type of impression management that is often termed self-presentation. (Faisal, 2008)

1.3   History and Modern Usage of Impression Management

Many writers and philosophers have observed that people engage in strategic behaviors to control the impressions that their audience from as Shakespeare wrote, ─All the world's a stage, and all the men and women merely players; they have their exits and their entrances, and one man in his time plays many parts". The sociologist Erving Goffman popularized this idea further, arguing that ordinary people in everyday life work to convey desired impressions to others around them just as actors on a stage work to present their character to audiences. Of course, given that actors are pretending to be people they are not, this metaphor implies that impression management is intentional and duplicitous. You might exhibit such different behavior not only because of your own desire to be viewed some what differently by your friend versus your mother, but also because your

friend and your mother have different expectations or demands regarding what sort of person you should be. Thus, engaging is impression management can help to ensure that social interactions go smoothly.

Impression management is not risk-free, however. Becoming excessively concerned over other's opinions can cause anxiety, thereby increasing health problems. And engaging in highly deceptive forms of impression management may carryover such that you start to see yourself as relatively more rebellious and behave in a rebellious manner in subsequent situations. Of course, to the extent that people generally try to put their best foot forward, such carryover effect of impression management may have positive consequences. Psychologically impression management also can be used for beneficial ends. Although people act in ways that advance their own self-interest, they also seem to regulate information in order to support and protect the identities of others, to make other good, to help others cope, and to inspire them to seek now challenges. An example of such beneficial impression management is the father who helps his child's self confidence and effecting coping, even if the father is privately unsure about the real cause of the failure. Impression management can involve altruistic goals and personal conducts. Impression management can also be used pro-socially to benefit friends. People commonly describe their friends is ways that help to support their friends' desired images. Thus, impression management can be undertaken is the service of self-serving or more other-oriented goals and represents a central component of everyday social life. (Elizabeth W. Dunn and Noah Forrin, 1999)

1.4 Drug

> *"A drug is any chemical that produces a therapeutic or non therapeutic effect in the body".*
> (Rogala-Oblekowsk, (2005)

Chemical on the other hand are broad class of substance including drugs that may or not may produce noticeable effects in the body. Many chemicals such as (tin, lead, gold) have harmful effect is on the body; especially in high doses. The group

of illegal drugs and dangerous chemicals that have only toxic actions such as inhalants. In 1964 a new W. H. O. committee found these definitions to be inadequate and suggested using the blanked term drug dependency.

> *"Something that is narcotic is its effects, or a substance other than food intended to affect the structure and function of the body man".*
> (Rogala-Oblekowsk, (2005)

1.5 Abuse Varieties of Drugs

Such kinds and varieties of drugs used by persons and individuals, as well as students of university.

1.5.1 Tobacco

Teens who smoke are three times more likely than nonsmokers to use alcohol eight times more likely to use marijuana and 22 times more likely to use cocaine. Smoking is associated with a host of other risky behavior such as fighting and engaging in unprotected sex. Prescribed medications such as (Ritalin, Adderall, and Oxycontin).

1.5.2 Inhalants

Known by such street cigarette smoke contains some 4000 chemicals several of which are known carcinogens. Perhaps the most dangerous substance in tobacco smoke is nicotine. Nicotine is the substance that reinforce and strengthens the desire to smoke.

1.5.3 Alcoholism

One of the most common drug overdoses leading to death is ingestion of a large amount of alcohol. Chronic alcoholism leads to live diseases. Liver disease can be manifested as fatty change. This is also an increased risk for hepatocllular carcinorma arising, arising in a cirrhotic liver.

1.5.4 Oxycodone

Person abusing this as a medicine risk addiction and death, particularly if oxycodone is used in association with other drugs. Abuses may progress to usage by is ravenous injection and to usage of other opiates or drugs of abuse.

1.5.5 Cocaine

Cocaine can exert variety of effects. The major acute effects producing pathologic conditions result from the increased circulating catecholamine level with cocaine use. This increased catecholamine can produce vasoconstriction. Maternal cocaine use increases the risk for spontaneous abortion. Massive intracerebal hemorrhage associated with cocaine gross. Cerebral infraction, gross hart with myocardial contraction band necrosis, microscopic. Heart with peripheral coronary artery sclerosis microscopic.

1.5.6 Ecstasy

The adversely effect ecstasy use may include hyperthermia liver toxicity, and neuropsychiatry effects. There can be memory deficits, confusion, depression and sleep problems even weeks after taking this drug. Long term use may be accompanied by long lasting brain damage and memory impairment.

1.5.7 Hereon

─Several source indicates an increase in new young users across the country high purity hereon that can be sniffed or smoked instead of injected. Hereon has also been preparing in more affluent communities". (Rogala – Oblekowska, 2005).

It is used among students while educational institution in specific manners because it is mostly used among students for increasing mentally power.

1.5.8 Marijuana

A plant that is often smoked marijuana acts as a relaxant and mild hallucinogenic. Users describe the feelings in tense situations and others say it makes them fall asleep. Studies suggest that there is a risk of developing bronchitis or lung cancer from smoking cannabis resin by itself. There has been some indication that people smoking the plant on a regular basis become dependent and show with drawl symptoms when they try to quit.

1.5.9 LSD or Acid

Formally called lysergic acid diethyl lamide, LSD is a powerful hallucinogenic.

Users say that drug can make the world seem like magical place and turn the user into a giggling, gesturing wreck. During the course of an acid trip mundane objects morph into triply, sometimes grotesque, hallucinations. Studies have shown that the drug poses some psychological risks, especially for those with a

history of mental problems. Users have been known to have ―flashbacks‖ and to harm themselves when they are high on the drug.

1.5.10 Ketamine

Commercially sold as kilter, a powerful anesthetic, mainly used by veterinarians on farm animals. It usually comes as a liquid in its pharmaceutical form, although it is also found as a white powder or pill. It can be inhaled, swallowed or injected. Users describe the effects as similar to drunkenness, but, stronger. Other describes a speedy rush within minutes of consuming the drug, followed by powerful hallucinations. Because its anesthetic properties, people have been known to hurt them while under the influence of the drug. There re also dangers associated with mixing it with alcohol, barbiturates and other drugs. Large doses can induce unconsciousness, which could lead to a heart attack.

1.5.11 Cocaine

A powerful central nervous system stimulant that heightens alertness and inhibits appetite and the need for sleep. It is prepared by the German chemist Albert Niemann in the mid 19th century and was eventually used as a tonic or elixir in patent medicines to treat a wide variety of real or imagined illnesses. It was also used as anesthetics. It continues to have limited employment in surgery today, but has been largely replaced by synthetic local anesthetic such as lidocaine.

The drug reportedly provides intense feelings of pleasure making the user feel euphorie, energetic, talkative and mentally alert. Especially to the sensations of sight sound and touch followed by a down period of depression and sometimes sleeplessness. Physical symptoms include accelerated heartbeat and breathing, and higher blood pressure and body temperature. Large amount (several hundred milligrams or more) intensify the user‘s ―high‖, but may also lead to bizarre, erratic and violent behavior. It is known to be addictive and death from a cocaine overdose can occur form conclusions, heart failure or the depression of vital brain centers controlling respiration. (Rogala-Oblekowsk, 2005)

1.6   Drug Abuse Among Students

Students may be involved with legal or illegal drugs in various ways. Experimentation with drugs during adolescence is common unfortunately, students often don't see the link between their actions today and the consequences tomorrow. They also have a tendency to feel indestructible and immune to the problems that others experience. Using alcohol and tobacco at a young age increases the risk of using other drugs later. Some students will experiment and stop, or continue to use occasionally, without significant problems. Other will develop a dependency, moving on to more dangerous drugs and causing significant harm to themselves and possible others. Adolescence is a time for trying new things. Teens use drugs for many reasons, for impression making including curiosity, because it feels good, to reduce stress, to feel grown up or to fit in. It is difficult to know which teens will experiments and stop and which will develop serious problems. Attaining the dimly lit carpeted area way from the dame floor and Denver college students named Jeff asks for cover while he does some ‖below' A few lines of crystal methamphetamine is all he needs to stay wide awake until the sun rises outside the roller rink where he and about 100 others are dancing.

Studies show peer pressure plays the largest role in causing children to begin using drugs (Englander, Golden, 1984) Towers; 1987, U. S. Department of Education, 1986). Acceptance by the peers becomes especially important when children leave elementary schools and begin junior high. At this critical age, ‖adolescents stem to be either unwilling or unable to successfully resist peer pressure in substance abuse situations" (England – Golden, 1984).

Other reasons for taking drugs include the constant exposure to our chemical society of pills and liquor through ads, movies and television, a need to experiment, rebelliousness, and low self-esteem. Often simple pleasure serves as a motive. The user may feel good after taking drugs but may be unable to enjoy activities such as hobbies and sports (Towers, 1987).

1.7   Drug Use and Impression Management

Why a person takes a drug or does anything else is a tough question to answer but manage the one's personality through some feelings and emotions for grooming his/her self and self presentation drug using considered very emerging passion among the students and individuals of society. Nevertheless, we can see that it is important in some cases. If a person takes a narcotic drug because he / she just wreaked her knee while skiing and the drug was prescribed by her / his physician, most of us would not be concerned. If on the other hand he / she likes the way it makes her feel, them we should begin to worry about her / his developing a dependency. The motive for drug use, as with motives for other behaviors, may be complex. Even the person taking drug may not be aware of all the motives involved one of the ways a psychologist can try to answer why question is to look for consistency in the situation in which the behavior occurs (when and where). If a person drinks only when he or she is with other people who are drinking, we may suspect social motives; if a person often drinks when alone, we may suspect the person is trying to forget personal problems by drinking. How much drug is being used? This is not one of the standard journalism questions, but it is important when describing drug use. Often the difference between what one considers normal use and what one considers abuse of, for example alcohol or a prescription drug, comes down to how much a person takes. (Ross, Michael and Fletcher, Garth, J. O. 2002).

1.8   Self Leadership and the Components of Self Management

Self leadership and self management are broad terms that encompass subordinates skills. They are crucial to personal development and to developing your effectiveness in leadership.

1.8.1   Self Leadership

Involves and achieving personal goals in educational, physical psychological, social, vocational, and spiritual areas of your life. It also involves self-motivation, self-alignment and commitment, and the ability to create

strategies for self actualization; do you have personal goals in each of these areas? Do you have short-term medium and long-term goals? Do you have action plans for these goals and time lines for their achievement? Are you making head way towards these goals each day? What values do you have in those areas? What are your personal standards and principles in each of these areas? What barriers are keeping you from achieving these goals? Which of these barriers can you remove?

1.8.2 Self-Presentation

Self-presentation is being able to express yourself appropriately and effectively in a variety of situations. It involves your manner of verbal behavior, as well as your manner of dressing, the people and things your surround yourself with, and the design of your personal and group environments. What do these things say about you? What messages do they convey? Are the messages conveyed to others the messages you actually want to convey framing?

1.8.3 Self- knowledge

Self- knowledge includes knowledge of your self, as well as knowledge of how others perceive you. We could call the first self-insight and the second social insight or self monitoring. How well do you understand how you are perceived by others? Do you have ―blind" areas where your view of yourself is not congruent with how others view you? How well do your understand your own inner feelings, drives and desires? Does this self-perception match those of other significant people who have many years of experience in interacting with you?

1.8.4 Self-Preservation

Self-preservation means avoiding danger self-handicapping, and self destructiveness as much as possible. Many persons engage in self-destructive behavior such as high risk behavior (unsafe sex, no seat belt illegal drugs, fast driving) and poor health habits. Self-handicapping occurs when we put barriers in the way of our own success (making excuses, self-sabotage, procrastination, etc).

1.8.5 Self-Control

Self-control is being able to control one's impulses and emotions and being able to delay gratification. Ares for good self-control are in expressing emotion approximately and appropriately (anger management, for example) and expressing strong drives appropriately (sexual behavior spending money, etc).

1.8.6 Self-Discipline

Self- discipline is being able to manage the achievement of personal goals through persistent effort, think management, self-starting, delay of gratification, and achieving balanced life activities.

1.8.7 Self-Efficacy and Self-Esteem

Self-efficacy and self-esteem are the achievement of self confidence and personal empowerment in the various areas of life (social relations, academics, vocational skills, etc). Self efficacy is your belief that you can through effort accomplish your goals in a given area of activity.

1.8.8 Self Evaluation

Self evaluation is being able to assess one's use this information and feedback to achieve one's goals through gradual improvements.

1.8.9 Stress Management

Stress management is being able to cope with the demands, hassles, challenges and insults of life through the use of positive thinking, relaxation skills, social support and good problem solving.

1.8.10 Self Actualization

Self actualization is developing one's potential in important areas of life such as personal psychological growth, vocational development, social skills and values development and spiritual growth;

a) Physical development (nutrition, wellness motor skills)
b) Psychological development (knowledge of the inner self, cognitive and affective growth etc)
c) Social development (development of relationships, group memberships, citizenship, etc)
d) Spiritual development (personal, philosophy wisdom)

1.8.11 Self-Management

Self-management is the general term used for all of the skills (above) needed to execute the goals of self impression managing;

a.   Self presentation
b.   Self control

c.   Self evaluation

In this next section I have examined several components of self-management such as self monitoring, self presentation and self actualization. I will start by looking at the reality of the self in social existence; the many roles that we play and the many facts of psychological and social process that occur everyday. The ―dramatic model of social behavior‖ gives us an interesting perspective on why and how people behave as they do in various social institutions. It also gives us the concepts we need to describe how effective leaders manage the impressions they give to various constituents. (Ksir Charles, Ray Oakley, 1993).

1.9 Self Presentation and Negative Utilization of Impression Management

Impression management concept is the name given to the area of research that is devoted to a central aspect of a role theory how the individual actor goes about creating, maintaining, defending and sometimes enhancing his or her social identity. Researchers suggest that protecting, saving and enhancing face is a nearly universal phenomenon existing is all cultures. However, some cultures such as collectivistic cultures, where the self-identity is highly intertwined with the group have greater intensities of full saving since any praise or balance has broader significance. One should not bring share on one‗s family individualistic cultures have their own problems, however. The self is considered a property and can be damaged, stolen or besmirched. Thus a man‗s reputation in his wealth and must be protected but the responsibility for his behavior is his own and one else.

There are three levels to IM strategies to protect and enhance the self to the self, interpersonal strategies to protect and enhance the self identity to others, and group level protection and enhancement the self identity to others, and group level protection and enhancement where various groups attempt to protect and enhance images through the methods of public relations. Theorists suggest that Impression Management (IM) helps people get along and get ahead. It also serves self protective as well as assertive functions. Many studies have shown that we tend to

protect our egos against unfavorable feed back, unfavorable social comparison, and attributes of blame using a wide variety of excuses justification, and rationalization. (Pathway, 2001).

Impression management has its negative side found that many health problems and health risks are facilitated by the requirements of impression management (wanting to appear tanned and attractive and getting skin cancer, being embarrassed about contraception and getting venereal disease, wanting to be thin and risking anorexia, wanting to appear with it and using social drugs that have associated. Cramer (1999) found that ‒self concealment" as a mode of protecting the self image when the person is in need of help intensifies psychological difficulties, rather than alleviates them. In everyday life our pretenses are not nearly so observable and we many not are directly aware of them. In addition to the various roles and claims we hold, there are various process in role making. (Upadhyay, 2001).

1.10 Objectives of the study were to;

I.   Explore the knowledge of modes and mechanism of various drugs from the students.

II.   Assess the attitude of students pertaining to the drug usage.

III. Explore the socio economic causes (S.E.C) facilitating the drug usage.

      a. Education

      b. Income

      c. Ethnicity

      d. Gender

      e. Religion

IV.   Assess the relationship, if any between the drug usage and the impression management.

1.11 Statement of the Problem

Regarding the topic assessing drug usage among Quaid-i-Azam University students, researchers' concern was to explore the knowledge of modes and mechanism of various drugs from the students obtaining the attitude of students pertaining to the drugs usage and exploring socio-economic causes with the relationship, if any between drug usage and the impression management. Hence the statement was ―Impression Management and Drug Usage in Quai-i-Azam University Islamabad".

1.12 Significance of the Study

The growing massive abuse of drugs by the masses in general and the youth in particular had become a global concern for all. It is one habit touches every aspects of the individual's life. Psychological functions, economic adjustment, and social status are all affected. Consequently, any plan of control must be based on an understanding of each phase of the problem. The sociological implications of drug use among students can be seen through the social facts. Drug addiction considered as an adjustment in life which is socially required. A student comes into life without any of the characteristics that we regarded as essentially human. The student who is also an individual of society come is to coexistence well endowed to make either normal or abnormal adjustment to life or both. Each student of any institution has a random behavior capital out of which it is possible for the individual or student to build an almost unlimited number of habits either desirable or undesirable. So a student starts his life is any institution in mature age like in university without any definite appetites but has the capacity to develop a prediction of a student who is given morphine or some other drug from his fellows without his knowledge of the fact or without any previous information concerning the habit, he will not become a drug addict even though he suffers all the bodily ―aches" when its administration has been discontinued. Individuals take their first try at opium pipe or ―shoot" their first morphine or ―sniff" their first cocaine with a group merely for the sake of a thrill. So drug usage and making impressions,

students addicts is some illegal drugs that is some significance of socially required.

Chapter No.2 REVIEW OF RELEVANT LITERATURE

The essay reviews the most widely used and promising tests for identifying persons who have used drugs. The focus is criminal justice system identification of drug-using detainees or convicted criminals. Drug testing of offenders raises legal and practical issues that are distinct from those raised when testing other population. (Eric, D. Wish, Bernard A. Gropper, 1990).

The present study goes beyond the attitudinal realm to a study of actual sexual behavior, specially heterosexual intercourse and the circumstances under which his behavior is engaged in by female students drug and non-drug users. For the purpose of this study, drugs were defined as any ―Chemical substance that alter mood, perception or consciousness, more specially marijuana, and the hallucinogens, L.S.D., psilocybin, and Mescaline. Although the researcher has data on the use of other drugs, they will not be reported here because the incidence is too small. (Intihaz Arafat; Bettey Yorburg, 1973).

In this study the researcher hypothesized would be a strong positive relationship between his frequency of drug use, liberal attitudes towards prematurely sexual behavior, the incidence of intercourse, and the degree and kind of experience with different partners by college women.

Theoretical approaches to the study of dealer behavior are apparently non existent. It is suggested that the innovation diffusion paradigm may be a viable framework for the analysis of dealer behavior. Within this, dealers may be constructed as change agents supplying innovations (drugs) to early adopters in a social system, but also adopting an additional innovation themselves. (Robert L. Atkyns; Gerhard, Hanneman, 1974).

The research deified through about the white middle class individual is less likely to be an addict and apparently has more career opportunities. This study this proposes to explore some preliminary notions about dealer behavior characteristics.

Psycho-pharmacologists as well scientist in other discipline have a great interest in learning what effects drug have on human beings. Unfortunately these effects are since not only are the biological and neurophysiologic processes involved complex and different to isolate. (Richard H. Blum, 1967).

The researchers explained about different kinds of intoxicate drugs are used by colleges students with closely as a legal drug using considering by students.

According to a study of 40, 192 college students conducted by the core institute among black students is only one third of white students. It is evident that there are distinct ethnic differences in the use of alcohol among college students. Because of their moderate use of alcohol black students appear to experience many of the above listed negative consequences at half the rates of white over all, these data provide evidence that black collegians are less ―at-risk‖ for alcohol and other drug problems. (Phillip W. Mailman, Rob Lyerla, 1994).

General beliefs about treatment affects collected with reference to typical patient were not successful in the predating drug choices. Apparently a physician's belief about treatment affect regarding the same outcomes differ from patient to patient within a general disease groups such as essential hypertensions. We cannot comment on how many of the patient specific beliefs were valid or how often a general belief would have led to an acceptable regimen.(Richard Segal; Charles D. Helpar,1985). In which the researcher find out students behavior in their educational activities using drug patterns are involved from different resources and individuals outcomes are evaluated regarding their specific attitude with drugs.

The problem of assessing the role of personality characteristics in any individual case of alcoholism is complicated by both physiological and social factors we feel we find many hypotheses represented each having certain unique or accentuated characteristics which we believe are related to the way in which alcoholism manifests itself in the individual. So perhaps among alcoholism in alcoholic a variety of personalities as great as that for apples, pears, peaches or the hosts of

edible fruits might present itself, yet belong unequivocally to the category of alcoholics. (John D. Armstrong, 1958). In which there searcher explained about alcohol structure of making and usage among individuals very existed from not knowing the risk about alcoholic behavior.

It is stated that cigarette smokers have a lower level of long function than those persons who have never smoked. Smoking reduces the rate of long growth. Smoking hurts young peoples physical fitness in terms of both performance and endurance, even among young people trained in competitive running. Teenage smokers suffer from shortness of breath almost three times as often and produce phlegm more than twice a often as teenagers that do not smoke. (Kesslar and Witt, 1996).

Teenage smokers are more likely to have seen a doctor or other health professionals for an emotional or psychological complaint. Teenagers who smoke are three times more likely than non smokers to used alcohol, smoking with is associated with a host of others risky, ―behavior", such as fighting and engaging in protected sex.

Among the most influential social factors is exposure to family members or peers who smoke compared to adolescents with out family members and peers who are smokers those who don't have 89% increase in their smoking susceptibility and both family and peer smoking are related to smoking onset. (Mayhew, 2000). In which the research compare the family members and peers group who are focusing the intention of individual about drug using.

It is stated that the report published the day before no smoking day showed the trend between 1983 and 2001 in young people attitude to smoking and alcoholism. Some of the children surveyed got their cigarettes from their parents or old cablings, while other shares the cost of a pocket. Three quarters of young smokers wanted to like the habit. The proportion has remained static over the year despite government campaigns to discourage smoking. (Shimbon, 1999). Smoking during

teenage years significantly increases the risk in those experimenting with smoking has been matched by an increase in regular smokers as well.

The institutional environment of drug abuse treatment during this period exhibited considerable complexity. Organization providing drug treatment services faced conflicting demands: perspective programs sponsors wanted to pay for drug treatment that prospective clients did not want and treatment personnel were trained to provide a service other than that desired by sponsor or clients. (Mark Peyrot, 1991). In which the researcher understood about institutionalized drug abusing and conflicting among sponsor and clients. And evaluate the treatment on successful bases.

These data concerning yews and non affiliates should be viewed cautiously because the sample includes only 27 yews and 35 non affiliates. However, surveys similar to this one conducted in Toronto and Monitorial have found similar patterns of drug use for the four religious group examined. The religious groups do not show different patterns of preference among the drugs. The rank order relations of drug prefer ranks among religious groups are all significant and rang between 0.79 and 0.89. (Paul C. Whitehead, 1970). The researcher explained about the religious behavior sometime indulged having some specific use for drug addition.

Justification for dealer activity may also of course also occur in other ways. The dealer many obtain social support for this new behavior by initiating other to drug use and accepting their recognition of him as a dealer or their need of him in his new role as reinforcing. (Robert L. Atkyns; Gehard J.Hanneman, 1974). Such a continuum may also express perceived risk as well as the innovativeness of the drug related behavior. The research expressed specific particular way.

When drugs are introduced into a neigh boyhood, the first users seem to be older adolescents whose stand up cat reputations has been indisputably earned. Usually one or two or they serve as distributors of drug to friends, the middleman between an illicit supply and the emerging market. Younger recruits eager for association

with successful, get selected not through any screening committee necessarily, but on the basis of their availability to the older user-seller and general reputation as aspiring standup cats. (Harvey W. Feldman, 1968).

As promising candidates who can widen the market for the older distributor, a young stand up cat can at the time and they could not at the time and they could not contain their excitement with his new form of adventurous episodes. In which the research conclude the facts about the emerging the drug and it prevarication among the young cats.

The consequences of work during high school for the completion of education depend, in part, on the sample and the nature of the employment. In one study, based on the youth cohort up to 1982 part time work (less than 20 hours per week reduced the likelihood dropping out for high school juniors, except minority males) P' Amico 1984). However, an analysis that controlled for such potentially confounding effects as cognitive ability in school indicated that part time work may be determine for boys (Pallas 1984). (Barbara S. Menschi; Denise, Adel, 1988).

Behavior that reflect a strong attachment to peers-especially the lack of conventional and the lack of conventional and attachment to social institutions such as delinquency including disciplining problems in school or school suspension and probation and religiosity strongly predict early school leaving. In which researcher explained about the delinquent behavior some time exists the younger for using such wrong practices.

The use of any drug, legal or illegal is positively correlations are highest between drug that is similar with respect to their legal status and with respect to their pharmacological properties. Further more; illicit drug use rarely takes place in the absence of marihuana use. Very few adolescents have used any of the absence illicit drugs without also having used marihuana users do not reduce their use of alcohol. (Eric Single; Denise Kandel; Richard Faust, 1974).

This study revealed that, for the study participants specifically and African American WU students generally negative feelings about the campus environment generally centered on issues related to social transitions. The participants explained that because the Black fraternities and sororities did not have houses on campus, many of these groups' parties and dances were held either in the lounges and dining areas of the residence halls or in the student union but building. (Katie Branch Douglas, 1998).

They concurred that almost all of the social activities organized by the campus's ―Black Greeks" were open to non members. Participation indicated that the effects of these physical aspects included their feelings as sense of pride abut attending the institution and about their fellows students, feelings comforted when life became stressful and feelings as if the care shown for the grounds on campus was reflective of the care shown for and quality of its students.

A users suffering from drug-induced anxiety many also come into contact with non-users who will offer him definitions, depending on their own perspectives and experiences that may validate the diagnosis of ―going crazy" and thus prolong the episode, possibly producing relatively permanent disability. These non-users include family members and police, but must important among them are psychiatrists and psychiatrically oriented physicians. The psychoses described also fit the model, insofar as there is any clear indication of a drug induced effect. (Howard S. Becker, 1967).

The best evidence comes from 31 cases reported by Bromberg. In which the researcher construct a case about the harmful use for people of young age of narcotics abusing with strict manners.

Beyond this there is the widely held impression that people differ evaluative in their reasons to alcohol from the beginning. This idea is also hard to delineate and investigate. It is not so easy to accept the view that alcohol variety and unexpectedly brings about a complete change of personality when embedded in small quantities. (John D. Armstrong, 1958).

It would see most logical to presume some special facet of personality a part from a physiological idiosyncrasy in the face of alcohol. Research focus for development of personality sometimes is associated by some kind of drug using for impression making it is considered management principal of life.

Strictly speaking, anyone who for any reason makes it a habit to take medical or medicinal substances into this body might be considered a drug addict. Obviously, this is interpretation is entirely too liberal since it includes individuals who indulge in relatively harmless drugs such as vitamins, tonic, and laxatives. It also includes individuals who have legitimate reasons for taking drugs, for example, adding cancer patient suffering from intense rain. (M.J. Pescor, 1952).

In china even the death penalty failed to reduce the prevalence of narcotic drug addiction to any extent. The danger is that a youthful addicts who makes a sales in order to finance penalty as the non-addict peddler who is in the business for profit.

―The impact of alcohol and drug abuse on sexual health" says that sexuality is indirectly tied in with out emotions, our mind and even our spirituality our expressions of sexuality is related to our history, belief system, body image deepest secrets, basic sexual nature, emotions of fear, anger and pained for and fear of emotional intimacy. When self esteem is low we tend to get involve with sexual partners and sexual practices that reflect and reinforce our poor image of our self, leaving us with less self esteem than we had before. (Terry Keith, 2005).

Promiscuity prostitution sadomasochism and sexual addiction are all manifestations of low self esteem. These behaviors perpetuate low self esteem by causing those involved to feel isolated and full of shame and humiliation. Alcohol abuse and using drugs before sexual encounter can inhibit clear thinking and decision making skills make talking and listening more difficult.

Stated that most countries have legislation designed to criminalize some drug use. Usually however the legislative process is self re-frontal, defining abuse in terms

of what is made illegal. The legislation concerns lists of drugs specified by the legislation. These drugs are often called, illegal drugs but, generally, what is illegal is their unlicensed production, supply and procession. (British Columbia, 2005).

The drug is also called controlled drugs or controlled substance. Research argues for reducing criminality we can adopt the politics and rules of legal and proper way through legislation.

Most scientist now consider addiction a brain disease, a condition caused by persistent changes to brain structure and function using drugs repeatedly over time changes brain structure and function in fundamental and long lasting ways that can persist long after the individual stops using them. After a certain amount of a drug is consumed and that amount is different for everyone, it is as if a switch in the brain is flipped from normal to addict. (According to Leshner Alan, 2001).

But as we know not everyone who uses drugs becomes addicted. Some people can become addicted more easily and quickly than others. Estimates are that 50 to 70 percent of these difference in susceptibility to addiction are genetic, still author reminds that genes do not doom one to become an addict.

Studies have also found that inhalant use is particularly strongly associated with delinquency and criminal activity among youth. At the same time drug and alcohol use appear to be more common among detained juveniles, than among students who are in school and not involved in the juveniles justice system. Youths who have been incarcerated in jail or detention centers are more likely than those who have not to have been involved with illicit drugs, as well as with alcohol and cigarettes in the pass year. (Young, and, Zerbe, 1998).

They reported that while 22% of juvenile offenders stated that they had use drug before committing a violent criminal act, 10% indicated that they had use drug before committing a properly crime. Research made the relation criminal behavior and drugs impact on that phenomenon performed by individuals in society.

Although surveys of substance use among college students have provided important information, they suffer from two important limitations. Similarly, illicit drug use among young adults and college students is associated with high-risk characteristics and behavior. Heavy marijuana users have been found to report harder drug use, as well as greater subjective impairment of memory and motivation.(Joseph H. Miller, W. Gill Woodall,1999).

Binge drinking has been found to put students at an even greater risk of negative consequences students who binge drinking are more likely to damage property, have more trouble with authorities, miss classes, have hangover, and experience injuries than those who do not binge drink. Author collaborate that marijuana and binge drink some time exploit the students regarding their study in very much form.

The study has investigated a form of institutional adoption used by small scale organizations located in environments with conflicting interests and values. The concept of drug abuse as a ―symptom made a almost any service potentially reimbursable and the rhetoric of ―prevention‖ made almost anyone eligible for services as a potentially drug abuser. Though this study focused on drug abuse organizations because of the deficit of clients seeking over drug abuse treatment. (Mark Peyrot, 1991).

It must also code as drug treatment those cases which do not involve client drug use and in which treatment does not actually deal with drug use. The following section analyzes the chameleon strategy outlined. Author described the ideology. The institutional environment of drug abuse treatment during this period exhibited considerable complexity.

According to a study of 40,192 college students conducted by the core institute of southern Illinois University, average weekly alcohol consumption among black students is only one third that of white students. Binge drinking the consumption of five or more drinks in one sitting in the previous to weeks was presented average black student may have less disposable income than their white

counterparts, leaving them with less to spend on alcohol for other drug. (Phillip W. Meilman; Cheryl A. Presley; Rob Lyerla, 1994).

Also, black may have fewer opportunities to partly with alcohol when most of the social outlets on or near campus are geared to the interests of the majority culture. Certainly this is not meant to be an exhaustive list of hypotheses and each would need to be tested, but these are reasonable theories regarding the difference between black students and white students with respect to their substance abuse patterns.

Drug use forecasting results are often misinterpreted as providing evidence for the link between drug use and crime while there is simple evidence in the literature for this connection. The results have also consistently that youth shown detained overnight are much more likely to test positive for drug than are the youths released to the community with an order to appear for testing within forty-eight hours. (Eric D. Wish; Bernard A. Groper, 1990).

White detainees are reticent to admit to recent drug use, they may be more likely to admit to lifetime use or use in the more distant past. In which it is explained for reducing drugs using, drug testing programs have been used with arrestees, probationers, parolees incarcerated persons, and juvenile detainees.

This erosion of civil liberties bus led defense lawyers to refer to the ―drug exception the fourth amendment‖ and the author to refer more broadly to the ―drug exception to criminal law‖. The discussion of this alarming side effect of the war on drugs, coupled with the examination of the shortcomings of America‗s drug strategy, makes Whisky‗s criticism of the war a convincing one. (Kenneth R. Hillier, 1991).

Drug education programs conducted with older age groups wherein drug abuse occurs with substantial regularity are not immune to this methodological difficulty. Recall the drug education is not drug treatment. The non-involved must be programmed and followed up longitudinally; the chronic abuser requires a far

more intensive therapeutic intervention's restricted scope and budget. (John J. Horan, 1974).

Even if drug educators were able to surmount the problem of selecting an unquestionably valid behavioral assessment procedure, precise quantification of the concept ⸺drug abuse' is not at all possible. Increasing knowledge about drug, promoting healthy attitudes toward the use of drugs, and decreasing drug abuse behavior are generally considered to be the major purpose of drug education.

Reliable studies have concluded that drug abuse and drug traffickers are responsible for much of the violent crime in our nation. These assertions are supported by data from the National Institute of Justice's Drugs use forecasting surveys which recently showed that in New York City, 79% of the surveyed arrestees testing positive for at least one drug (including marijuana) 63% tested positive for cocaine (including crack), and 25% tested positive for heroin. (Edward L. Koch, 1998).

Some of those in favor of legalization would have us believe that the laws against drug use and drug trafficking are prohibitions against a manner of personal conduct or style and tat they are the imposition of society's moral values on the individual.

In looking at attempts to estimate the prevalence of drug use in earlier eras, there are five major sources of statistical data. It is an axiom of drug epidemiology that exhaustive enumeration of the target population is impossible. The drug use forecasting system was developed to produce quantitative data in the drug prevalence among arrestees not only for its own informational sake but because these data could be used to forecast belief that, relative to the general population, trends in a criminally deviant sub population may function as a leading indicator for general drug abuse. (Thomas Miecz Kawasaki, 1996)

The most frequent psychoactive drug mentioned are (in decreasing order) alcohol in combination with another drug, cocaine, heroin, and other narcotics and marijuana.

It is within the interactions and institutional experience of legal processing that the young drug users alter, reconstructs, or solidifies a meaning structure which defines and justifies has behavior (Bulmer, 1969). The primary danger seen in the recreational use of drugs by user interviews had not been assessed. Most often the young drug users perceived the enforce as a person who because of class background and propaganda defined his involvement as a cultural battle. (Clinton R. Sanders, 1975).

For the young white alternative to violence voiced by the young users was to attack the legal and enforcement systems by promoting increased drug use. This paper examines a controversial area of legal activity the enforcement of drug laws.

A significance correlation between satisfaction leisure time activities and stoma-related problems could be observed. Low scores in pre operative well being and cognitive coping correlated with a high frequency of stoma-problems. The patients in group B disclosed a lower score I pre-operative well-being and more general complaints. (J.J. Fernandez; J. Bobs; M.P. Gonzalez, 1997).

They study clearly demonstrates the correlation between quality of life parameters and stoma-related issues. It can be concluded that severely drug dependent patients show psychologically domains worse than the physical ones. Consequently, these patients need more intensive and specific psychosocial support.

It is stated that a dealer population present in a New England Suburban-rural community during April, 1972 was identified via snow ball sampling techniques such sampling procedures, typically used in diffusion studies to trace innovation adoption patterns (Rogers and Shoemaker, 1971) involved identifying present

drug users (Key information) and asking them (voluntarily and without compensation to present a sealed packet containing questionnaires to any dealers they had contact with. (Robert L. Atkyns; Gerhard, J. Hanneman, 1974).

In certain cases, where dealers were identified to the researchers. Based on the face validity of date and information supplied by users and dealer contacts, the dealer sample obtained is probably more representative of typical white, middle-class dealers who cater to high school students, college students, and young adults. Since heroin dealers are under represented, this sample cannot be considered representative of the national dealer population. In which dealers and their consumer of drug are explained, the research conduct a research how the dealers prevail the drugs among students.

Among youth attending the 246 participating schools completed the survey, resulting in an overall response of 75%. Data were weighted to be nationally representative-current use of specific tobacco product was defined as having used that product on at least one occasion during the 30 days preceding the survey. (K.C. Davis, McFarrellyy, CG. Haste, 2003)

In which writers argued about using different products of drugs at youth level, they conduct a research and gave conclusion of different products using in percentage.

Stated that the use of random drug tests at several private schools has dramatically cut drug usage among students, say principles. But a drug agency says drug remains a problem among young people and the lack of positive test might mean students were adopt at confounding the result. (Petro Munro and Gerad Noonan, 2003).

Negative affectivity has been associated with higher rates of use. Positive affectivity has exhibited negative associations with use in some studies. Significant associations between club drug use and marijuana and alcohol use have been observed in high school populations. (Jeffery S. Simons, Palace M.

Gather, 2005). Result of logistic regression indicated that club drug use was positively related with marijuana use, negative affectively and female gender. The current study examined life time and past year use of club drugs among college students. Male gender and marijuana we use was expected to be positively associated with club drug use.

It is stated individuals in helping profession such as doctors, teachers, police and lawyers among others have a high probability of treating the drug –and alcohol dependent person, teaching about drug or alcohol abuse or being in the position to change or uphold the existing drug laws. Though numerous studies have been carried out drug the past ten years on the drug taking behaviors of youth, only few have examined the drug taking behaviors of those individuals most likely to come into contact with drug users on a professional basis either as students or as acting professionals. (Ruth C. Engs, 1980). Thus because Australia has the highest consumption of English speaking countries has the highest consumption rate of non-prescription analgesics in the world. The author interpreted that in every profession drug like alcohol is used by helping of professionals and have example of Australian society.

Neither student aggregated perception of the task goal structure nor teachers report of task focused instructional practices of drugs were related to students used of self handicapping strategies. Although emphasizing task goals in the learning environment may have beneficial effects on a variety of outcomes. (Carol Midglay; Eric M. Anderman, 1988). In this study I found that sometime teachers have specific trend towards drugs and students not abolishing the abuse of this habit but they use from taking the teachers attitudes towards the special type of drug

The relationship between the culture and the stigma attached to an illness rather complex. It is probably even more complicated in the developing countries. It appears that different illness has different status attached to them. It has also been suggested that, in most of these societies some supernatural, religious, moralistic and magical approaches to illness and behavior exist. (David Kingdom, F.Naeem,

Z.Javed, 2006). In which discussed that mentality and abnormality is associate with cultural patterns of society and the individuals mostly effect by religious and moralistic approaches. Psychologically individual get much changes in his thinking behavior and this change his personality is much associated my study.

Chapter No.3 THEORETICAL FRAMEWORK

3.1 Theoretical Framework

In the theoretical framework it is disused about related theories with the impression management and drug usage among students in educational institutions. In which theories it is widely explained about self actualization, self management and self leadership adopting drug use having smoking styles. Drug is used for impression management in educational institution and different throes which are discussed in this response.

3.1.1 Assumptions of Self-Verification Theories

- Self-verification is a social psychological theory that assets people want to be known and understand by other according to their firmly held beliefs and feelings about themselves, that is self-views (i.e. self-concept and self-esteem).

- A competing theory to self verification is self-enhancement or the drive for positive evaluations.

- Because chronic self- concepts and self-esteem play an important role in understanding the world, providing a sense of coherence, and gilding action, people become motivated to maintain them through self-verification strivings.

- Such strivings provide stability to people's lives, making their experiences more coherent, orderly, and comprehensible than they would be otherwise.

- Self-verification processes are also adaptive for groups, groups of diverse backgrounds and the larger society in that they make people predictable one other thus serve to facilitate social interaction. (Swan, W.B., Jr., 1983).

This social psychology theory is developed by William Swann (1983), the theory grew out of earlier writings which held that people from self-views so that they can understand and predict the responses of others and know how to act towards them.

3.1.2 Propositions of Theory

- Difference between negative and positive self-views.
- Behaviors performed in the service of self-verification.
- Confirmation bias in self- verification.
- Process related to self-verification.
  - Performance for novelty vs. self-verification.
  - Self-enhancement and self-verification.
  - Self-concept change and self-verification.

3.1.3 Difference between Positive and Negative Self Views

There are individual differences in people's views of themselves. Among people with positive self- views, the desire for self-verification works together with another important motive, the desire for positive evaluations or self enhancement. And other people recognize them through motive which they people encourage their self-through self verification and self-enhancement. Other people recognize their insight fullness through observing their aptitude.

In contrast, people with negative self-views will find that the desire for self-verification and self-enhancement are competing. Consider people who see themselves as disorganized. In this point of view regarding students who is a drug user use the drug for getting self esteem and self enhancement as a modern person of society which the people want to observing. Students mostly not think it negative but they consider it for better in academic years as a good looking and emerging their feelings with association of these self views.

3.1.4 Applications

In this theory, researchers asked participant with positive and negative self views whether they would prefer to interact with evaluators who had favourable or unfavorable impressions of them. As a result it is showed that those with positive self-viewed that those with positive self-views preferred favourable partners and those with negative self-views preferred unfavorable partners. Students for making their set views use the drugs in different forms then the drug users chose

self verifying. Negative partners even when the alternative is participating in a different experiment. This process is completed through physical appearance such as clothes, body posture, demeanor and drug using in form of alcoholism and tobacco use having different drug in it.

Self verification theory predicts for behaviour forming that insofar as students who are drug users are motivated to bring other to verify their self-conceptions they should intensify their efforts to elicit self confirmatory reactions when student drug users suspect that others might be misconstruing them.

3.1.5 Confirmation Bias in Self Verification

Self-verification theory predicts that student's self views for making impression through drug will cause them to see the world as more supportive of these self views than it really is. That is student's process information in a biased manner.

First, the drug user students according to theory students through attention attend to evaluate their personality which is base don their self-confirming while ignoring non confirming evaluation. Second memory retrieval self vies bias memory recall to favour self confirming material over non-forming elements. Third, interpretation of information where students tend to interpret information students tend to interpret information is ways that reinforce their self-views. So these distinct forms of self-verification may often be implemented sequentially.This process is completed through the above mentioned three drugs.

3.1.7 Preference for Novelty vs. Self Verification

In which theories talk about human relationships, art objects, belief systems and leisure activities. Some time drug behaviour is liked with relationship basis and persons who are the partner of students involves who are the partner of students involves them to that kind of making impressions. Some time it may be the result of art objects, evidence that people desire novelty comes of student's reaction to art objects and the like. Student drug users contain some time belief system about there activates and for reducing leisure they continue that drug behaviour.

3.1.8 Self Enhancement and Self Verification

The step which is taken by students towards the negative self views may cause their steps enhancement and set verification. And they cultivate more positive relationships partners with whom they may cultivate healthier relationships.

3.1.9 Self Concept Change and Self-Verification

In which theorist focus about the significance change of adolescents and adults like students through motivation first some social environment factors like peer pressure, relatives aptitude second status involved them for heaving such drugs habit and they play their social role under evaluating to improve the self-concept using drugs.

3.2 Self Monitoring Theory

3.2.1 Assumptions

- Self monitoring can also refer to monitoring competence or emotional self-regulations.

- Self-monitoring theory is a contribution to the psychology of personality.

- It is proposed by Mark Synder in 1974.

- The theory refers to the process through which people regulate their own behaviour in order to ―look good" so that they will be perceived by others in a favourable manner.

- It distinguishes between high self-monitors, who monitor their behaviour to fit different situations and low self-monitors who are more cross-situational consistent.

- Synder designed a questionnaire to assess self monitoring called self monitoring scale based on the assumption that high self monitoring could be defined as consisting of
  - High cancers with the social appropriators of one's actions;
  - Use of social comparison information.
  - Ability to monitor one's behaviour to fit difficult situations;
  - Ability to do this in specific situations;

o Trait variability. (Mark Synder,(1974).

3.2.2 Applications

On his original version of the self monitoring scale, he found that standard university students' scored significantly higher than psychiatric inpatients, but significantly lower than people in the acting profession. The theory is of interest in that it makes an original contribution to the debate on traits versus situations. It effectively says that trait consistency can be found in low self-monitors, where as a situations framework is more appropriate for high self-monitors subsequent research using the self monitoring scale in which it has been analyzed using factors analysis has questioned another the scale really as Synder believed-measures a homogenous concept.

- This theory is related for impression making in the society or any institution for students for considering their personality good looking and students monitor their behaviour through adopting different recent trend and drug using is one of them.

- Synder gave monitoring scale for improving the favourable manners and these above mentioned scale points are much involved for making impression through drug using by the students especially university students.

- If students are confined their inner self satisfaction and forgetting high self monitor for to fit in the recent situation having ability then they involve much themselves in drugs and use its different kinds like Marijuana, alcoholism and morphine and through tobacco using drugs.

- And consisting in cross-situation ally according to demand they may change their mind and show low self monitor behaviour towards drugs.

- According to self monitoring theory self interest is much involved if the student consider to change his capacity about study problems or to show his personality he may druggy behaviour and think it for better having this stylish living for improving his impression and mange the previous in impressions into modern impressions of living the academic institutions.

3.3 Control Theory

3.3.1 Assumptions

- Classical control theory hypothesizes that two key elements of social bond, attachment and involvement are related lower level of deviant behaviour.

- Despite some empirical support for these relationships regarding this theory for making impression through self control. (Gray D, Amos1990; A. Currie, C 1996).

3.3.2 Applications

According to control theory for deviant behaviour in any society or institution not focusing its real culture values and norms includes some other values and patterns to break the social bond is regarded a key element and person within that society or students in any institutions not considering the recent environment's norms values adopt to control their personality through some kind of deviant behaviour. Like in educational institutions drug using among students is a deviant behaviour which is a key element of changing impressions to break the rules and regulation of that institutions and its social bond.

3.4 Looking Glass Self Theory

Cooley was strongly associated with the University of Chicago's school of symbolic interaction but was, in fact, as scholar at the University of Michigan. Cooley was aligned with Mead in terms of examining the world through a social psychological perspective. Cooley's contributions remain relevant today. Two of Cooley's most lasting contributions to the field of sociology and symbolic interaction are the concept of the ―Looking glass self‖ and the concept of ―primary groups‖. Cooley, C.S., (1902)

3.4.1 Assumptions

- ―In human nature and the social order‖ (1902), Cooley introduced the concept of the looking-glass self.

- The looking-glass self is the reflection of our self we think, we see in the behaviors of other towards us.

- We notice the way people act towards us and pay attention to their cues.
- This impacts a person to think about what they think other people's opinions are of them.
- The overall patterns of these reflection of there people's opinion become a dominant aspect of our own identities Cooley theorized that through this process of considering how others views us, we actually become the kind of person we believe other see us to be (Kornblum 1997).

3.4.2 Applications

Cooley's looking self theory focuses on self identification in front of others, the person of particular society want to have many dimensions for existing in the society. Sometimes these dimensions are demonstrated by individual of society in various forms like wearing different kind of clothier to show his personality and for status building in front of other and sometimes he shows his personality in front of other by adopting some habits in different modes and mechanism and co-relate it with his personality. So Colley's theory ―self looking glass" is very famous concept of self making impressions in front of mirrors and then the individual decide how and when such habits and modes (styles, movements he will have to perform in the real society among the colleagues and other people. If we related this theory to drug behaviour among students as a impression management than we are compel to observe the reality of Cooley's looking glass self". Because students for making his good impressions management his self by adopting drug habit like smoking in different modes and mechanism. Adopting this drug habit the student is showing his self among his colleagues is various styles and modes as like Cooley's looking glass self". He is doing like such thing for looking his personality good in front of others. And this thing is become for him ―Self presentation". Student's behaviors and attitudes are performed in the academic life having such habits like smoking and drinking in the institutions by the local residents of that institution who are already living there.

Chapter No.4   CONCEPTUALIZATION AND OPERATIONALIZATION

4.1   Conceptualization and Operationalization

Conceptualization

> ―The first step in the measurement process, in which the researcher selects the variables to be measured, delineates the exact meaning of the independent and dependent variables".

Operationalization

> ―Operationalization is the process of defining a concept as the operations that will measure the concept (variables) through specific observations".

Conceptualization demands operational definition of general concept and variable along with their specific components used by researcher. Therefore some of the important concepts used this study. Empirical research addresses questions or hypothesis about the relationship between concept and variable. A concept is an abstract or general ideas derived from specific instances. A construct drawn with suitable instruments and under specified condition of geometric figures.

- Age
- Education
- Smoking style in impression making
- Socioeconomic status
- Peer groups pressure
- Self presentation and depression

4.1.1   Age

Age plays an important role in the attitude and behaviour of an individual in society or in educational institution. Age categories are as following.

(i)   > 9   (ii)   10-14   (iii)   15-19

(iv)   20-24   (v)   25-29   (vi)   < 30

4.1.2   Education

Education is considered as one of the most important factors, which affect knowledge attitude, and prestige of an individual. The education of the parents creates deep impression on the atmosphere of the family. Education of the respondent was taken as socioeconomic factors.

4.1.3   Smoking Style in Impression Making

Smoking is the process of caring, cooking or seasoning food by exposing it for a long period of time to the smoke from a wood fire. ―Hot smoking" is a several hours-long process that can be used to fully look raw meats or fish, while cold smoking is an hours or drug long process that is generally used to preserve or flavor foods (usually meats or fish, but some time cheeses vegetables, fruits and even bear). Among students it is long time prevailing as a usage of self presentation, their aptitude concerning modes and style. (Retrieved from Wikipedia (December 15, 2000).

4.1.4   Socio-Economics Status

The socio-economic status is characterized by the economic, social and physical environment in which individuals live and work, as well as demographic and genetic factors. Measures for SES may include. Income or income Advocacy education, occupation, or employment. (N.P Roos, Black C. and et all. 1995)

Some student s belong to rich families and have lot of wealth so they smoke for self presentation just to show their economic status to their friends or show their fashionable personality by impressions among friends an other people in the department or educational institution.

4.1.5 Peer Group Pressure

A friendship group with common interest and position composed of individuals of similar age compass pressure on each other and motivate for presenting in appropriate manners. (Retrieved from website eliissetche.org.oct.2, (2002).

Some student's use drug or smoke with their friends, class fellows or other adults. When they see them smoking or drinking so they also start according to situation.

4.1.6 Depression and Self Presentation

Depression refers to any down turn in mood, which may be relatively transitory and perhaps due to smoking trivial. This is differentiated from clinical depression which is marked by symptoms that last two weeks or more and are so serve that they interfere with daily living. (Mood,22 June 2005).

Some students start their smoking due to present their personality in stylish way seeing their fellows and peer but after some time it is become their habit and need and cause of removing tension or depression. When student feel difficulty in their study so they started from awaking study so they started for awaking late night through smoking. Within department smoking is used impression making and show economic status and also source of decreasing stress which is due to study. They feel trend and fashion and adopting other positive activity they think that smoking replaces their depression and they feel comfort and fresh and intellectual.

Chapter No.5 RESEARCH METHODOLOGY

Research Methodology

Each scientific research has developed its own methods and techniques to collect data or information. Like other socials sciences sociology have also developed its own research. Methodology based on the scientific paradigm. Research methodology refers to the scientific strategies or techniques for systematically conducting research.

> *"Social research is the systematic method of discovering new fact or verifying old fact their sequence, laws that Government than."*
> (Diann Kendall 2004).

In research methodology we select the method techniques used in the study for the data collection, presentation, tabulation and analytical techniques to be used in the literature survey a model of aquestionaire about impression managing among students and youngsters was traced for the present research. The e-questionaire was modified after discussion with the thesis advisor.

5.1 The Universe

All the persons who are censured for the research are called unit of analysis. The population of this study consisted in the University departments and hostels. The universe of the present study was Quaid-Azam University Islamabad.

5.2 Target Population

The target populations were those male students who smoke constituent of the following hostels:

5.3 Sample Size

In the present study the sample size was 150 boys of different hostels of Quaid-i-Azam University, who were residing in the five hostels within the campus.

5.4 Sampling

"Sampling means little groups of people from whole population, which indicates from whole population, which indicates all the features of the population is called sample". (Newman, 2001).

For data collection researcher got a list of hostels and from every hostel selected drug user who used to take drug as an impression making adopting purposive sampling technique. Purposive sampling is used when researcher is going to conduct research on particular types of cases for identifying some issue like in this research impression making through drug using specially smoking behaviour. Researcher collected data within 15 days.

5.4.1 Purposive Sampling

"Purposive sampling is an acceptable kind of sampling for special situations. It use the judgement of an expert in selecting cases or it selects cases with a specific purpose in mind." (Neuman (1997:206)

In the present study the researcher used purposive sampling adopting non probability technique to select members who may provide the required information.

5.5 Tool for Data Collection

After drawing the sample and designated the appropriate research technique and data was collected. Tool for data collection used for present research was equestionaire.

5.6 Pre-Testing

Pre-testing is a final trail use of a questionnaire prior the large scale administration. Before the collection of actual data, it is required to test the accuracy the work ability of information. For this purpose the equestionnaire was pre tested to ten respondents. On the bases of response the equestionnaire was

finalized after introducing some minor modification in equestionnaire to make it more relevant and understandable.

5.7 Field Experience

In the present research the researcher gained much experience during field work. He experienced that students of educational institution take drug widely in hostels as well as in the department during free time. The drug which is commonly used among students is tobacco, charce smoking, and alcohol. The researcher's concern was to explore the drug which is utilized as an impression making in front of others especially among class fellows. The researcher greatly experienced that smoking is widely used as an impression making in educational institution among students. Majority of students accept that they smoke for present their personality modern and outclass and think themselves genius and intellectual in front of teachers and class fellows while smoking. Constipation disease was frequently found among students but majority gave response that drug is effective for them in living educational institution. About controlling drug within educational institution many students gave response that drug can not be controlled properly among students because it is becoming a trend and fashion which is spreading vastly time by time due to not having the proper policy within educational environment. The researcher faced some type of difficulty when he interviewed from those person who think drug as a basic need for themselves and gave response in rude way.

5.8 Coding

For the statistical analysis the process of coding was made. The mathematical numbers to showing different variable codes different response / categories.

5.9 Data Analysis

After the data collection the processing coding of the data. This is essential for the scientific study, and for ensuring that research has all relevant Data for the

comparison and analysis. The present data entered and analyzed with the help of SPSS software.

5.9.1 Percentage

For the description of the basis characteristics of the sample simple percentage were calculated. The purpose is to simplify quantitative characteristics into numeric form the percentage was calculated by using the following formula:

Where P = F/N 100

F = frequency

N = total number of frequencies

Chapter No.6   DATA ANALYSIS

The following chapter focuses on the analysis of the data in terms of respondents'
age, education, total income of family and pocket money, number of drug addicts
in family, knowledge about impression making, relationship of impression making
and personality esp., in front of class fellows, knowledge about drug usage and its
modes, impact of drugs on impression building, nature of respect given by class
fellows, drug as a source of impression management and confidence, smoking
types and its frequency in day, justification of addiction and smoking for Self
Making.

Table No.1

Percent Distribution Regarding Respondent Age

Category	Frequency	Percent
19 -21	37	24.7
22 -24	92	61.3
25 -27	21	14.0
Total	150	100.0

This above table shows respondent age and 61.3% are in 22-24 years age
and 24.7% respondents have in 19-21 years age while 14.0% are in 25.27
years age. In which it is described about the age of respondent and mostly
respondents were found in mature age. Because in youth age they feel
something for their personality essential for making their personality so
they indulged themselves in particular activity.

Table No.2

Percent Distribution Regarding Respondent Education

Category	Frequency	Percent
Bs Program	41	27.3
Master Program	98	65.3
M. Phil Program	11	7.3
Total	150	100.0

This above table shows education of the respondents and 65.3% are from master program and 27.3% respondents are from BS program while 7.3% respondents are from M.Phil program. Qualification of the respondents is shown and the researcher found much of students who are carrying their study in Master program because they have more interest for indulging their personality in specific habit.

Table No.3

Percent Distribution Regarding Respondent Marital Status

Category	Frequency	Percent
Married	15	10.0
Unmarried	135	90.0
Total	150	100.0

In which table respondent's marital status has been showed and 90% are unmarried while 10% are married. This above table is shown about married and unmarried situation of respondents and persons who are not married mostly have drug habit for making complete personality in the educational institution. Because they have extra means and resources and use it for completion of their habit.

Table No.4

Percent Distribution Regarding Total Income of Respondents' Family per Month

Category	Frequency	Percent
10000 -15000	6	4.0
16000 -21000	16	10.7
22000 -27000	89	59.3
28000 -33000	39	26.0
Total	150	100.0

This table reveals that the total income of respondent family and 59.3% respondent family income are between 2200-27000 rupees and 26% respondent family income is between 28000-33000 rupees and 10.7% family income of respondent is between 16000-25000 rupees while 4% respondent's family income is between 10000-15000 rupees. Mostly respondents belong to middle class family and they have great desire to increase their income for meeting the recent demands of life. Their generations in educational institutions use all customs and tradition which are considered essential for living.

Table No.5

Percent Distribution Regarding Pocket Money of Respondent per Month

Category	Frequency	Percent
4000 -6000	88	58.7
7000 -9000	56	37.3
10000 -12000	6	4.0
Total	150	100.0

This above table shows about pocket money of respondent and it reveals 58.7% respondent pocket money is between 4000-6000 rupees and 37.3% respondent pocket money is between 70000-90000 rupees while 4% respondent pocket money per month is 10000-120000 rupees. In which pocket money of respondent is shown and it is mostly associated with middle class family. That is why in above figures it is shown majority are from middle class living pattern.

Table No.6

Percent Distribution Regarding Number pf Drug Addict

in Respondent Family

Category	Frequency	Percent
Father	44	29.3
Uncle	71	47.3
Brother	35	23.3
Total	150	100.0

This above table shows about number of drug addict in respondent family and it indicates that 47.3% uncle of respondents is drug addict and 29.3% father of respondents is drug addict while 23.3% brother of respondent is drug addict.

Table No.7

Percent Distribution Regarding Knowledge about Impression Making

Category	Frequency	Percent
To great extent	51	34.0
To some extent	98	65.3
No at all	1	.7
Total	150	100.0

This table shows about knowledge about impression making and 65.3% response of respondent is into some extent and 34% response is in to great extent while 7% response is in not at all. In which it is explained about knowledge of impression making and mostly respondents know about making and improving the living pattern of life. Today life is modern life and every one want to bring change in the living culture and impression making is considered need for changing the old patterns.

Table No.8

Percent Distribution Regarding Respondent Impression

through Showing Attitude

Category	Frequency	Percent
Showing personality	46	30.7
Showing emotion	56	37.3
Showing style	47	31.3
Total	149	99.3
System	1	.7
	150	100.0

This table shows about showing impression through attitude and it shows 37.3% response is in showing emotions and 31.3% response is in showing style while 30.7% response is in showing personality and 7% are missing is not at all response. Impressions are made for self making and personality is much disturbed because it are made basically for showing personality and emotions are linked with mind while style is associated with body gestures. It is very recent trend which is becoming very famous in the present world.

Table No.9

Percent Distribution Regarding Respondent Relationship of Impression Making and Personality

Category	Frequency	Percent
To great extent	46	30.7
To some extent	101	67.3
Not at all	3	2.0
Total	150	100.0

This table shows about relationship of impression making and personality and 67.3% response is in to some extent and 30.7% response is in to great extent while 2% response is in not at all. It is greatly observed by the researcher that impression making is essential for personality especially among students in studying duration in the educational institution. And mostly response is depicted about knowing the impressions which are linked with personality.

Table No.10

Percent Distribution Regarding Respondent in Front of Class Fellow Impression Making

Category	Frequency	Percent
Through smoking	89	59.3
Through dressing	28	18.7
Through exciting behavior	30	20.0
Total	147	98.0
System	3	2.0
	150	100.0

This above table reveals about impression making in front of class fellows and 59.3% response indicates about through smoking respondents make impression in from of class fellows and 20% through exiting behavior while 18.7% make impressions through dressing, and 2% response is in not at all. Through this table the researcher comes to know about impressions which the respondents think better for self presentation. Smoking is considered vital impression for self presentation among class fellows in educational institutions.

Table No.11

Percent Distribution Regarding Respondent Knowledge about Drug Usage

Category	Frequency	Percent
To great extent	54	36.0
To some extent	71	47.3
Total	150	100.0
Not at all	25	6.7

This above table reveals about knowledge about drug usage and 47.3% response is in to some extent while 36% response is in to great extent knowledge about drug while 6.7% response is in not at all. Respondents of the present research much know about knowledge of drug because it is mostly used among students and teachers in educational institution. Drug is considered passion of emotions for self making in now days especially among students.

Table No.12

Percent Distribution Regarding Respondent Modes of Drug Usage

Category	Frequency	Percent
Sniffing	12	8.0
Inhaling	115	76.7
Total	127	84.7
System	25	15.3
Total	150	100.0

This above table shows that in different modes of drug usage and 76.7% response is revealing as inhaling while 15.3% has non response and 8% response is about sniffing. In which it is described about methods and manners of using drug for maintaining the personality. Majority of respondents inhale the drug in initially and mostly students smoke and smoking is completed through inhaling which is much experienced by the researcher in educational institutions. Impressions are shown by the respondents in inhaling manners for personality developing among class fellows.

Table No.13

Percent Distribution Regarding Respondent Drug Usage

Category	Frequency	Percent
Yes	134	89.3
No	16	10.7
Total	150	100.0

This above table shows about drug usage among respondents and 89.3% response is in yes while 10.7% response is in no. In educational institutions drug is used by the students frequently and this table reveals mostly respondent response in using the drug.

Table No.14

Percent Distribution Regarding Respondent Impact of Drug and Impression Building

Category	Frequency	Percent
To great extent	30	20.0
To some extent	115	76.7
Not at all	5	3.3
Total	150	100.0

This table reveals about impact of drug and impression building and 76.7% response is in to some extent and 20% response is in to great extent while 3.3% is in not at all. . In which it is described about impact of drug which is remarkably considered for impression building for personality development among students which the researcher vastly experienced during field work. Mostly respondents know about making impressions through drug in front of class fellows in educational life.

Table No.15

Percent Distribution Regarding Respondent Impression

Resulting form Drug

Category	Frequency	Percent
Good looking personality	71	47.3
Increasing confidence	48	32.0
Sharpness in behavior	26	17.3
Total	145	96.7
System	5	3.3
	150	100.0

This table reveals the results from drug using as impression and it shows 47.3% use drug for good looking personality and 32% use is for increasing confidence while 17.3% use it for sharpness in behavior and 3.3% response is in not at all using. While drug using the respondent feel his personality good looking in commonly. Through resulting from drug using the impressions at times increase confidence and bring sharpness in behavior.

Table No.16

Percent Distribution Regarding Respondent Relationship of Impression Resulting and Respect among Class Fellow

Category	Frequency	Percent
To great extent	30	20.0
To some extent	118	78.7
Not at all	2	1.3
Total	150	100.0

This above table shows about relationship of impression resulting and respect among class fellow and 78.7% response is in to some extent and 20% response is in to great extent while 1.3% response is in not at all. In educational epoch majority of students use drug for becoming complete individual and his behavior come to use drug due to environmental demand. It is mostly considered that through this way much respect is gained from the class fellows.

Table No.17

Percent Distribution Regarding Respondent Nature of Respect

Given from Class Fellow

Category	Frequency	Percent
Impressed by your personality	60	40.0
Consider you modernist	88	58.7
Total	148	98.7
System	2	1.3
	150	100.0

This above table reveals about nature of respect given from class fellow and 58.7% response is about considering the respondents modernist and 40% response is about impressed by the personality while 1.3% neglects all and response is in not at all. Nature of respect from the class fellows is mostly given by the class fellows in specific manners. Major response is obtained that students impress from impression maker through drug and consider him modernist.

Table No.18

Percent Distribution Regarding Respondent Knowledge

about Types of Drug

Category	Frequency	Percent
To great extent	49	32.7
To some extent	98	65.3
Not at all	3	2.0
Total	150	100.0

This above table reveals about knowledge about types of drug and 62.3% response is in to some extent while 32.7% response is in to great extent and 2% is in not at all. Mostly respondents know about types of drug from their peer group meeting and usage of cigarette is highly observed by the researcher during interview.

Table No.19

Percent Distribution Regarding Respondent Drug Use among Student in General

Category	Frequency	Percent
Tobacco (smoking)	92	73.0
Charce	45	30.2
Heroine	10	.7
Total	147	98.0
System	3	2.0
	150	100.0

This above table shows about drug use among student in general and it shows that 73% response is about tobacco (smoking) and 30.2% response is about charce while .7% response is about heroin using and 2% response is in not at all for missing system. Among students use of tobacco is much observed in this study as compare to other drugs and it is much utilized as an impression making among students in educational institutions.

Table No.20

Percent Distribution Regarding Respondent Drug Use among Student

for Impression Management

Category	Frequency	Percent
Tobacco	126	84.0
Charce	23	15.3
Heroine	1	.7
Total	150	100.0

This above table reveals about drug use among students for impression management and it shows 84% students impression manage through tobacco (smoking) and 15.3% through charce smoking while .7% through Heroin use. Smoking is done by the respondents frequently in educational life. Rate of simple smoking is high than charce smoking in front of class fellows in educational institutions. In very low form Heroin is used for making emotions for outlook of personality impressions.

Table No.21

Percent Distribution Regarding Respondent Drug as a Source of Impression Management

Category	Frequency	Percent
To great extent	45	30.0
To some extent	105	70.0
Total	150	100.0

This above indicates about drug as a source of impression management and 70% response is in to some extent while 30% response is to great extent. In which it is described that drug is vastly considered vital source of impression management. Mostly response is obtained by the researcher in knowing the patterns of using drug as a source of impression making in front of class fellows.

Table No.22

Percent Distribution Regarding Respondent Major Motivation

for Drug Usage

Category	Frequency	Percent
For impressions	107	71.3
For innovations	40	26.7
To maximize sexual potency	3	2.0
Total	150	100.0

This table reveals about major motivation for drug usage and 71.3% response is about for impressions and 26.7% response is about for innovations while 2% response is to maximize sexual potency. Above mention table about motivation for drug usage are described of respondents. Mostly response is gained by the researcher about impression and majority use drug for impressions. In the present society drug is used as a fashion and students some time use it for innovations and the obnoxious use of drug is to maximize sexual potency among students in educational institutions.

Table No.23

Percent Distribution Regarding Respondent Drug Usage

Bring Confidence

Category	Frequency	Percent
To great extent	46	30.7
To some extent	101	67.3
Not at all	3	2.0
Total	150	100.0

This table No 23 reveals about drug usage brings confidence and 67.3% response is in to some extent and 30.7% response is I to great extent while 2% response is in not at all. Here it is discussed about confidence of respondent while drug using. Mostly response is depicted about knowing the nature of confidence in respect form which is considered honorable among students in front of class fellows.

Table No.24

Percent Distribution Regarding Respondent Nature of Confidence

Category	Frequency	Percent
Improvement in language	47	31.3
Raising communication skill	61	40.7
Better attitude	39	26.0
Total	147	98.0
System	3	2.0
	150	100.0

This table No 24 shows about nature of confidence and it indicates 40.7% response is in raising communication skill and 31.3% response is in improvement in language while 26% response is in getting better attitude and 2% response is in not at all and showing in missing system. Nature of confidence is explained in above table and mostly response is experienced by the researcher is about raising communication skill because when drug is used within company then every person has excitement to participate in discussion in this way regarding impressions communication skill raise rapidly.

Table No.25

Percent Distribution Regarding Respondent Influence of

Family on Drug Usage

Category	Frequency	Percent
Favorable/conducive	5	3.3
Normal	68	45.3
Discouraging	77	51.3
Total	150	100.0

Table No. 25 shows about influence of family on drug usage and it shows 51.3% response is about discouraging and 45.3% response is about normal while 3.3% response is about favorable/ conducive. Almost some family members use drug but they condemned their younger generation to use the drug. Family always discourages the youngsters to involve in drug habit. Because especially parents and close relatives do not want that their generation becomes the part of drug so they people always discourage or remain their attitude normal and never show conducive behavior.

Table No.26

Percent Distribution Regarding Respondent Influence of

Religion on Drug Usage

Category	Frequency	Percent
Favorable / conducive	18	12.0
Normal	32	21.3
Discouraging	100	66.7
Total	150	100.0

This above table reveals about influence of religion on drug usage and it clarifies 66.7% response is about discouraging and 21.3% response is in normal while12% response is in favorable / conducive. Mostly response from respondents regarding religion is observed by the researcher in discouraging form due to strict rules and regulation of Islam about drug. Because in the religion it is strongly condemned about using drug and it can be used only in vital need for patient. Some non Muslim respondents show their behavior normal and conducive/favorable for using drug for need or for impression management in life.

Table No.27

Percent Distribution Regarding Respondent Influence of Peer

Group on Drug Usage

Category	Frequency	Percent
Favorable/Conducive	106	70.7
Normal	38	25.3
Discouraging	6	4.0
Total	150	100.0

Table No. 27 reveals about influence of peer group on drug usage and 70.7% response is in favorable conducive and 25.3% is in normal while 4% is in discouraging. Within the company mostly peer group courage the respondents about using drug and especially in impression making. It is adversely used among students for the completion of personality within educational institutions due to the demand of modern demand of era. Company attitude much involved for raising interest for new users of drug in educational life due to fashion and trend of present world.

Table No.28

Percent Distribution Regarding Respondent Influence of

Teacher on Drug Usage

Category	Frequency	Percent
Favorable/conducive	62	41.3
Normal	87	58.0
Discouraging	1	.7
Total	150	100.0

This table shows influence of teachers on drug usage and it shows 41.3% response is favorable / conducive while 7% response is discouraging. In educational institution drug is prohibited by the teachers but not condemned properly and the teachers frequently give lecture on not using the drug but they remain the behavior normal with students. Students use the drug without fear in educational life because authority of institution himself use drug commonly as a habit or need.

Table No.29

Percent Distribution Regarding Respondent Smoking

Category	Frequency	Percent
To great extent	127	84.7
To some extent	23	15.3
Total	150	100.0

This table shows about smoking and it reveals that 84.7% response is in to great extent and 15.3% response is in to some extent. Almost all students in educational duration smoke for particular manners and some smoke as a need and habit and according to present research mostly do smoking for impression making and self presentation in the educational environment. Because they take it as a luxurious thing which increase their image among class fellows in better sense. They think that it is only through smoking they can raise their reputation.

Table No.30

Percent Distribution Regarding Respondent Types of Smoking

Category	Frequency	Percent
Simple smoking	118	78.7
Charce smoking	32	21.3
Total	150	100.0

This table shows about types of smoking and it indicates that 78.7% response is about simple smoking while 21.3% response is about charce smoking. Mostly simple smoking is used as a impression making among students in frequent patterns because it can be smoke easily without restriction during recess in study time duration while charce smoking is done by the students in particular manners for changing the behavior psychologically and getting specific emotions for completing the personality in educational institutions.

Table No.31

Percent Distribution Regarding Respondent Response at

Witness at the Cigarette First Time

Category	Frequency	Percent
Furious	38	25.3
Excited	70	46.7
Afraid	42	28.0
Total	150	100.0

This table shows response at witness at the cigarette first time and it shows 46.7% response is about excited and 28% response is about afraid while 25.3% response is about furious so it concludes that mostly use drug is excited behavior.   In this above table it is tried to show that mostly response by the respondents is observed while taking drug as an impression making in excited form due to peer group environment in educational life. Some feel furious due to having new sense about drug using and some feel afraid while taking drug in educational life because they have not trend in family.

Table No.32

Percent Distribution Regarding Respondent Number of Packets of Cigarette Use Daily

Category	Frequency	Percent
One packet	31	20.7
Two packet	83	55.3
Three packet	36	24.0
Total	150	100.0

This table shows about number of packet of cigarette used daily by the respondents and 55.3% response is two packets and 24% response is about cigarette using by respondent in three packets. In the day usage of drug in smoking form two packets of cigarette are frequently used by the students and they make their impression in front of their class fellows within educational institutions.

Table No.33

Percent Distribution Regarding Respondent Total Time Duration of Smoking an a Day

Category	Frequency	Percent
Half an hour	30	20.0
One hour	74	49.3
One and half hour	46	30.7
Total	150	100.0

This above table indicates about total time duration of smoking in a day and it show the response 49.3% about one hours take the time and 30.7% take one and half hour time duration in a day while 20% respondents take half an hour to smoke in a day. Almost time duration for smoking in a day is utilized by the students only one hour or one and half hour because every cigarette take two or three minutes for using and two packets are used in one and half our frequently.

Table No.34

Percent Distribution Regarding Respondent Duration of

Smoking in the Life

Category	Frequency	Percent
One year	42	28.0
Tow year	75	50.0
Three year	33	22.0
Total	150	100.0

This table No. 34 indicates about duration of smoking in the life and response is 50% are smoking from two year and 28% are smoking from one year and 22% are smoking from three year, which mostly pass in educational institutions. Duration of smoking is mostly judged by the researcher is two year among students in educational institutions. Because those students who use drug from one or two year make impression and use tobacco as an impression management.

Table No.35

Percent Distribution Regarding Respondent Day Time and its

Relation with Smoking

Category	Frequency	Percent
Morning	82	54.7
After noon	27	18.0
Evening	36	24.0
Late night	5	3.3
Total	150	100.0

This reveals about day time and its relation with smoking and it shows that 54.7% smoke in morning time and 24% respondents smoke in evening and both morning and after noon are suitable time for impression making by smoking and 18% response is about evening time while 3.3% smoke at late night. For impression making through smoking morning and noon time is considered very colossal and majority of students do smoke in this time for involving their mind in specific emotions.

Table No.36

Percent Distribution Regarding Respondent Justification of Addiction

Category	Frequency	Percent
Habit	44	29.3
Need	25	16.7
Peer group environment / pressure	81	54.0
Total	150	100.0

This table shows about justification of addiction and it reveals that 54% respondents addict due to peer group environment and pressure and 29.3% take drug as habit while 16.7% take it as a need. In frequent manners drug is used among students under peer group environment and due to this reason making outlook of personality among students raise commonly in educational institutions. Those students who think it habit mostly involved in impression making and management their personality having this habit. Those who think drug need once in a blue moon use it for self presentation in specific manners.

Table No.37

Percent Distribution Regarding Respondent Age of Commencement of Smoking

Category	Frequency	Percent
10-14	8	5.3
15-19	54	36.0
20 -24	83	55.3
25 -29	5	3.3
Total	150	100.0

This above table shows about age of commencement of smoking and is indicates 55.3% response is between 20-24 years age and 36% response from taken 15-19 years age while 5.3% years old and 3.3% is between 25-29 year age. Commencement of smoking among students is frequently take place in mature age because in this age physically and mentally students feel very strong and they do smoke for seeming good and outclass among class fellows.

Table No.38

Percent Distribution Regarding Respondent Self Satisfaction and Smoking

Category	Frequency	Percent
To great extent	29	19.3
To some extent	109	72.0
Not at all	12	8.7
Total	150	100.0

Table No. 38 shows about self satisfaction and smoking and it shows 72% response is in to some extent and 19.3% response is in to great extent while 8.7% responses is in not at all. Smoking is done among students for presenting their personality in specific manners and living with peer groups they consider it essential for adopting such kind of impressions in educational institutions.

Table No.39

Percent Distribution Regarding Respondent Nature of Self Satisfaction

Category	Frequency	Percent
For increasing mentally power	64	42.7
For decreasing stress	53	35.3
For removing tension	21	14.0
Total	138	92.0
System	12	8.0
	150	100.0

This above table shows about nature of self satisfaction and it reveals that 42.7% smoke for increasing mentally power and 35.3% respondents smoke for decreasing stress while 14% use drug for removing tension and 8% response in no self satisfaction. Due to having smoking habit mostly students increase their mentally power about study or some other perspective secondly drug is used to remove stress and tension about study or other impressions of life within educational institutions.

Table No.40

Percent Distribution Regarding Respondent Relationship of Tobacco Usage and Money Wastage

Category	Frequency	Percent
To great extent	33	22.7
To some extent	98	65.3
Not at all	19	12.0
Total	150	100.0

This table shows about relationship of tobacco usage and money wastage and it reveals that 65.3% response is in to some extent and 22.7% response is in to great extent while12% response is in not at all. Because of belonging middle class family students frequently have no power to use money for continuing their habit and they greatly think it wastage of money but they are compel to carry on with their habit due to peer group environment.

Table No.41

Percent Distribution Regarding Respondent Money Wasting Per

Month of Smoking

Category	Frequency	Percent
500- 999	15	10.0
1000 -1499	44	29.3
1500-1999	61	40.7
2000 -2499	11	7.3
Total	131	87.3
System	19	12.7
	150	100.0

Table No. 41 reveals about many wasting per month of smoking and it shows 40.7% response is about 1500-1999 Rs. and 29.3% is about 1000-1499 Rs. and 12-7 response is not at all while 10% response is about 500-999 Rs. Per month money wastage among students frequently observed by the researcher in between 2000 Rs. And it is only because they belong to middle class and upper middle class family and having low pocket money and with the help of class fellows they carry on their habit in frequent manners.

Table No.42

Percent Distribution Regarding Respondent Relationship of Economic Resources and Addiction

Category	Frequency	Percent
To great extent	24	13.3
To some extent	45	30.0
Not at all	81	56.7
Total	150	100.0

This above table shows about relationship of economics resources and addiction and 56.7% its response is about not at all and 30% response is about to some extent while 13.3% response is in to great extent. There is a great relationship between economic resources and carrying on drug habit and it is accepted generally among students in educational environment. For impression management in sense of self presentation few respondents have economic problem in educational life and they fulfill through peer group helping for existing in particular emotions and attitude.

Table No.43

Percent Distribution Regarding Respondent Means of Fulfilling the Habit

Category	Frequency	Percent
Through peer group helping	23	15.3
Through class fellow helping	39	26.0
Through family members helping	7	4.7
Total	69	46.0
System	81	54.0
	150	100.0

This table reveals about means of fulfilling the habit and it shows 26% fulfill through class fellows helping and 15.3% through peer group helping and 54% response is in not at all while 4.7% through family members helping. Respondents can not take drug properly due to shortage of money or having financial problem then they are helped by the class fellows mostly for a completion of personality among colleagues in educational life.

Table No.44

Percent Distribution Regarding Respondent Smoking for Self Making

Category	Frequency	Percent
To great extent	28	18.7
To some extent	107	71.3
Not at all	15	10.0
Total	150	100.0

This above table shows about smoking for self making and it reveals 71.3% response is in to some extent and 18.7% response is in to great extent while 10% response is in not at all. So mostly smoking is done for self making is front of other in educational institutions among students. Tobacco use among students is commonly considered as an impression making in front of class fellows in educational life within institution. Holding a cigarette in particular manners and show the personality in stylish modes is observed by a researcher among students.

TABLE No.45

Percent Distribution Regarding Respondent Style of Smoking

Category	Frequency	Percent
In serious mode	42	28.0
Having flirty behavior	54	36.0
Considering self respect	39	26.0
Total	135	90.0
System	15	10.0
	150	100.0

The above table shows about style of smoking s front of colleagues and it shows 36% response is about having flirty behavior and 28% respondents smoke in serious mode while 26% through smoking consider self respect and 10% is in not at all answering. Mostly students for making friendship with females reveal specific actions while smoking and it is greatly experienced b a researcher during field work carrying interview schedule. And some smoke in serious mode for getting their purpose.

Table No.46

Percent Distribution Regarding Respondent Smoking is the Source of Managing Impressions

Category	Frequency	Percent
To great extent	32	21.3
To some extent	60	40.0
Not at all	58	38.7
Total	150	100.0

This above table reveals about smoking is the source of managing impressions and it indicates 40.0% response in to some extent and 38.7%% response in not at all while 21.3% response in to great extent. Almost majority of respondent think smoking as a source of impression management among class fellows in educational time duration. Students smoke for reputation having different attitudes and emotions in educational environment.

Table No.47

Percent Distribution Regarding How Respondent Reveals His Emotions

Category	Frequency	Percent
As a good looking person	24	16.0
As a intellectual person	40	26.7
As a modern person	28	20.0
Total	92	62.3
System	58	38.7
	150	100.0

This table No. 47 shows how respondents reveals their emotions and it shows 38.7% has no response and 26.7% as a intellectual person and 20% as a modern person while 16.0% as a good looking person . When students smoke in educational institution in front of class fellows then frequently he feels himself intellectual and according to modern age of life he also considers himself a modern person among class fellows in educational life.

Table No.48

Percent Distribution Regarding Respondent Smoking for Status Gaining

Category	Frequency	Percent
To great extent	44	28.7
To some extent	101	67.3
Not at all	5	4.0
Total	150	100.0

This above table shows about smoking for status gaining and it reveals 67.3% responses is in to some extent and 28.7% response is in to great extent while 4% is in not at all. It is much observed by a researcher that mostly respondent think in this way they gain status having drug habit among class fellows. Because they utilize some money and through smoking much status is gained from class fellows.

Table No.49

Percent Distribution Regarding Respondent Level of Status Gaining

Category	Frequency	Percent
High form	56	37.3
Low form	89	59.3
Total	145	96.7
System	5	3.3
	150	100.0

This above table shows about level of status and it indicates 59.3% respondents get low form status from drug habit and 37.3% respondents get high form status while 3.3% say about no form of status gain from drug. It is accepted that status is gained through smoking but it is considered in low form among class fellows because all students who smoke give respect one another in educational environment while studying in institution. Some think that type of respect in high form and gain high status.

Table No.50

Percent Distribution Regarding Respondent Smoking for

Existing Social Activities

Category	Frequency	Percent
To great extent	32	20.7
To some extent	104	69.3
Not at all	14	10.0
Total	150	100.0

This above table shows about smoking for existing social activities and it shows 69.3% response is in to some extent and 20.7% response is in to great extent while 10% response is about not at all. Mostly response is in positive sense for existing social activities smoking is essential in educational life within educational environment. Having this habit their social activities are performed well due to class Fellows Company.

Table No.51

Percent Distribution Regarding Respondent Social Activities that are Commonly Involved

Category	Frequency	Percent
Studying in academic carrier	29	19.3
Making discussion among intellectuals	42	28.0
Showing complete personality among class fellow	58	38.7
Any other	7	4.7
Total	136	90.7
System	14	9.3
	150	100.0

This table shows about social activities which are commonly involved and it indicates 38.7% respondents showing complete personality among class fellows through smoking and 28% making discussion among intellectuals while taking drug and 19.3% use drug for studying in academic carrier while 9.3% are having no response. Through smoking they show themselves as a complete personality among class fellows in educational life.

Table No.52

Percent Distribution Regarding Respondent Feeling among

Teachers and Class Fellows

Category	Frequency	Percent
Intelligent	35	23.3
Genius	99	66.0
Dull	4	2.7
Fresh	12	8.0
Total	150	100.0

This above table shows feeling among teachers and class fellows and it explain that 66% respondents feel themselves genius among teachers and colleagues and 23.3% feel intelligent while 8% feel fresh and 2.7% feel dull. When students smoke and in specific manners they show themselves as a genius in front of teachers and class fellows frequently. Within institution students feel themselves intelligent and fresh while smoking. Mentally approach about social world raise and students feel fresh and calm in front if teachers having strong knowledge and information about study problems within educational environment.

Table No.53

Percent Distribution Regarding Respondent Getting Academic Goals through Smoking

Category	Frequency	Percent
To great extent	55	36.0
To some extent	78	52.0
Not at all	17	12.0
Total	150	100.0

This table No. 53 about getting academic goals through smoking and it defines as 52% response is in to some extent and 36% response is in to great extent while 12% response is in not at all. Students much feel that their mentally power raise and then they can get their academic and educational goals in easy way within educational institutions. And this way they achieve their goals regarding smoking.

Table No.54

Percent Distribution Regarding Respondent in which Forms he Achieves His Goals

Category	Frequency	Percent
Through good marks	68	45.3
Through high grade	19	12.7
Through high GPA.	46	30.7
Total	133	88.7
System	17	11.3
	150	100.0

This table reveals in which form respondent achieve their goals and it shows 45.3% response is about good marks and 30.7% response is about through high GPA and 12.7% response is about high grade while 11.3% have no response in above table. Mostly response is about good marks which are observed by the researcher during field work through smoking students think in this way their ability improve and they get good marks among class fellows in the class. And G.P.A also increase when marks are obtained by the respondent high and grade also get better.

Table No.55

Percent Distribution Regarding Respondent Smoking in Department (During Recess Time)

Category	Frequency	Percent
Yes	112	74.0
No	38	26.0
Total	150	100.0

This above table shows about smoking in department during recess time and it explains 74% response is about yes and 26% response is about no. During recess time mostly student use tobacco and make impressions of different styles within educational institution in their educational life among peer groups.

Table No.56

Percent Distribution Regarding Respondent Feelings by Smoking

Category	Frequency	Percent
Better for study	29	19.3
Better for impressions	63	42.0
Better for emotions	20	13.3
Total	112	74.7
System	38	25.3
	150	100.0

This table indicates about feelings by smoking and it identifies about 42% respondents feel it better for impressions and 19.3% feel smoking better for study and 13.3% feel it better for emotions while 25.3% have no response. Students mostly smoke for impression making in front of others in various styles and patterns. Some time they impress the females and some time they become their personality perfect and complete in educational environment. Students consider that smoking is better for study and in this way their mentally power improve at high cast through their emotions.

Table No.57

Percent Distribution Regarding Respondent Behavior about

Unknown Drugs

Category	Frequency	Percent
Positive	28	18.7
Negative	56	37.3
Normal	66	44.0
Total	150	100.0

This table No. 57 shows about behavior about unknown drugs and it identify 44% respondent have normal behavior and 37.3% have negative behavior about unknown drugs while 18.7% have positive behavior. Drug user use drug and they consider every drug normal for using frequently because they mentally and physically accept it for themselves. Some students have ineffective experience with drug and they consider unknown drug negative for using in the educational environment. Those students who think it positive have good experience.

Table No.58

Percent Distribution Regarding Respondent Impact of Smoking within Educational Institution

Category	Frequency	Percent
To great extent	25	16.0
To some extent	113	75.3
Not at all	12	8.7
Total	150	100.0

This table reveals about impact of smoking within educational institution and it defines 75.3% response is in to some extent and 16% response is in to great extent while 8.7% response is in not at all. Smoking has great impact on personality within educational environment regarding educational problems. In personality development having various impressions smoking also has great impact in educational life.

Table No.59

Percent Distribution Regarding Respondent Feeling Impact of Smoking

Category	Frequency	Percent
Raising relations	22	14.7
Easy living within institution	80	53.3
Good reputation	36	24.0
Total	138	92.0
System	12	8.0
	150	100.0

This table shows feelings impact of smoking and it identify 53.3% response about easy living within educational institution and 24% response is about good reputation and 14.7% response is about raising relations while 8% have no response. Mostly students' use drug in educational environment and according to their point of view smoking is greatly done by students and having this habit it is good for easy living within educational institution. In this way their repute adversely increases.

Table No.60

Percent Distribution Regarding Respondent Raising Understanding Approach While Smoking

Category	Frequency	Percent
To great extent	43	28.7
To some extent	101	67.3
Not at all	6	4.0
Total	150	100.0

This table reveals about raising understanding approach while smoking and it shows 67.3% response is in to some extent and 28.7% response is in to great extent while 4% response is in not at all. It is greatly observed by the researcher that understanding approach raise while smoking before study within educational institution.

Table No.61

Percent Distribution Regarding Respondent Understanding Approach

CATEGORY	FREQUENCY	PERCENT
About social phenomenon	47	31.3
About study problems	81	54.0
About domestic problems	16	10.7
Total	144	96.0
System	6	4.0
	150	100.0

Table No. 61 reveals about understanding approach and it shows 54% response is about study problem understanding approach raise through smoking is about social phenomenon while 10.7% response is about domestic problems and 4% have no response. Student understands approach raise about study problems. Due to increasing mentally power students think about social phenomenon widely and manage their impressions having various activities in educational environment within institution.

Table No.62

Percent Distribution Regarding Respondent Drug Harmful for Health

Category	Frequency	Percent
To great extent	42	28.0
To some extent	77	51.3
Not at all	31	20.7
Total	150	100.0

This above table shows about drug harmful for health and it shows 51.3% response is in to some extent and 28% response is in to great extent while 20.7% response is in not at all. The researcher much observed by the respondents that drug which they use is harmful but essential for easy and stylish living within educational environment.

Table No.63

Percent Distribution Regarding Respondent Types of Drug Comparatively Harmful for Health

Category	Frequency	Percent
Charce	14	9.3
Heroine	91	60.7
Wine	12	8.0
Total	117	78.0
System	31	22.0
	150	100.0

This above table reveals about types of drug comparatively harmful for health and it shows 60.7% response is about heroin which response is about heroin which is more harmful for health is respondent point of view and 22% have no response and 9.3% response is about charce while 8% response is about wine. Drug which is considered most harmful among students is heroin and mostly response is judged by the researcher about heroin in this present study. Second one is considered charce. Wine is widely used among students in educational institution but considered less harmful for health.

Table No.64

Percent Distribution Regarding Respondent Problem about Health

Category	Frequency	Percent
Yes	110	73.3
No	40	26.7
Total	150	100.0

Above table reveals about problem about health and it shows 73.3% response is yes while 26.7% response is no. Drug also creates problems for health and it is frequently observed by the researcher in educational institutions. And mostly response is experienced in yes by the researcher.

Table No.65

Percent Distribution Regarding Respondent Facing about Health Problem

Category	Frequency	Percent
Teeth	32	21.3
Constipation	48	32.0
Lungs infection	10	6.7
Dirty smell	20	13.3
Total	110	73.3
System	40	26.7
	150	100.0

This table shows about facing health problems and it explain 32% response is about constipation due to smoking and 26.7% have no response and 21.3% have teeth problem due to using drug and 13.3% have dirty smell while 6.7% have lungs infection. Due to smoking mostly students are indulged in constipation disease which is commonly observed by conducting interview from respondents in educational environment. Teeth problem is also found by the researcher among students and due to it dirty smell comes to others regarding smoking.

Table No.66

Percent Distribution Regarding Respondent Smoking as an Impression in Front of Class Fellows

Category	Frequency	Percent
Good	124	82.7
Bad	26	17.3
Total	150	100.0

This table shows about smoking as an impression in front of class fellows and it clarifies 82.7 responses in good while 17.3% response in bad. Drug is widely used in educational institutions but smoking is considered a tool for good self presentation in front of class fellows and for impressing females having various styles of smoking. Mostly response is experienced well by the researcher in the present above table. Some who think smoking as a need give response in bad.

Table No.67

Percent Distribution Regarding Respondent Experience with Drug

Category	Frequency	Percent
Effective	59	39.3
Ineffective	39	26.0
Very effective	52	34.7
Total	150	100.0

This table shows about experience with the drug and it clarifies that 39.3% response is effective and 34.7% response is very effective while 26% response is ineffective experience with drug. Drug user who frequently use drug think it effective for health and all their social activities in the educational environment. Some students think drug very effective because in this way they achieve their social goals like friendship with others. Those students who have serious health problem think drug ineffective experience of it.

Table No.68

Percent Distribution Regarding Islam Prohibited But Drug Usage by Respondents

Category	Frequency	Percent
For relaxation	18	12.0
Remove sleeplessness	45	30.0
For impression	86	57.3
For remain active	1	.7
Total	150	100.0

This above table defines that Islam prohibited but respondent a Muslim use drug and it shows 57.3% use drug for impression and 30% use it to remove sleeplessness and 12% use it for relaxation while .7% use it for remain active. Islam strictly prohibited about drug but mostly students use it for impression management of personality for good looking among class fellows and some use drug to remove sleeplessness. A few use it for relaxation and for remain active within educational environment.

Table No.69

Percent Distribution Regarding Control Drug among youth and Students in Educational Institution

Category	Frequency	Percent
To great extent	46	30.7
To some extent	100	66.7
Not at all	4	2.7
Total	150	100.0

This above table reveals about influence of religion on drug usage and it clarifies 66.7% response is about discouraging and 21.3% response is in normal while12% response is in favorable / conducive. Majority of students give response that drug can be controlled easily in educational environment adopting some measures having strict rules and regulations.

Table No.70

Percent Distribution regarding Control the Drug

Category	Frequency	Percent
Through law	97	64.7
Through strictly banned	49	32.7
Total	146	97.3
System	4	2.7
	150	100.0

This above table reveals about control drug and it indicates 64.7% response is about control through law and 32.7% response is through strictly banned it can be controlled by giving respondents suggestions while 2.7% have no response. According to students drug can be controlled only through law or it can be stopped through strictly banned within educational institution.

Table No.71

Percent Distribution Regarding Drug Can Not Be Controlled In Educational Institutions

Category	Frequency	Percent
Fashion	55	36.7
Trend	95	63.3
Total	150	100.0

This table shows that drug can not be controlled properly in educational institutions because it has become culture and table show the ratio that 63.3% respondents say it is a trend which can not be controlled and 36.7% response is about fashion which is increasing time by time. Drug using among students is becoming fashion and trend which is widely spreading due to teacher behavior and media advertisement. Drug is being used by students in educational institutions widely for self making and self presentation of depicting complete personality among class fellows which can not be controlled properly in educational environment.

Chapter No.7   CONCLUSION

7.1 Conclusion

The basic aim of the research was to explore the modes of drug using in impression managing of the young students who use it for making their personality and as a self presentation among their class fellows and colleagues. Drug abuse among students is a widely problem of educational institutions through out the world. If we look at drug history we will observe that it is not a problem among students but it is a global problem and the humans are using the drugs from thousand years. Opium the mother of drug is being produced in three countries all over the world with high ratio Afghanistan Pakistan and turkey. Pakistan is big victim of drug abuse on all over the world. Drug abuse in poor people and teenagers in touching a dangerous line and has very bad social is economic impacts on individuals of community and country.

But in educational institutions drug addiction rate is very high and mostly students use in tobacco form in front of others. Drug is affecting the student's lives in different mechanisms and impression managing is regarded on of them. All other drugs including Alcohol, Heroin, Charce, Opium is used among university students but tobacco is mostly used for impression making in front of females, in front of class fellows and colleagues having different styles. The study was conducted in Quaid-i-Azam University from hostile students through equestionaire to see and check the social and economic impacts of the drugs abuse on individual's lives and on their family. For making their impressions the students wear good dress in costly purchasing and use much tobacco having various styles of smoking. Al most 70% students use it for fashion and think it trend for existing in their social activities within the educational institution.

During conducting data the researcher found great information from the students because they said that first time when they came they were not aware about drug using. But after passing some time they interact with teachers and seniors who use cigarette frequently for leisure or as a habit and sometime smoke in different styles and this thing impress the younger who don't have knowledge

about smoking. Then the young new comers are the university start to smoke and think it as a impression making in personality development. Similarly all most 60% students smoke as a self presentation and according to C. H. Cooley in 1902 the person who perceive himself in front of mirrors frequently he think society people are perceiving in same way so the student through making impressions consider himself as a modern person who is adopting this behavior for increasing his status in study purposes and in making relations majority of students when smoke according to self monitoring theory presented in 1974 consider themselves genius and intelligent in front of others while intoxication in smoking. And that type of intoxication after smoking make their impressions in stylish way and they feel perfect their personality in front of others. They don't want to get rid of their habit during educational life and also use drug for enjoying and exploring the new taste of living and managing their outer self. In this research majority of respondents were agree about the use of tobacco is mostly considered impressions making in front of others and it is reality which the researcher observed through interviewing the young students of the university. Within the educational institution mostly about 68% students carry on with their habit on self economic base but 32% depend on their friends and colleagues. They also have health problems like constipation and teeth is much observed by the researcher. But mostly students feel that this habit increase their mental power to understanding about the social phenomenon of the world. They feel that using four or three packets of cigarettes in a day they will not get poorness but having this habit their modernity will be established during educational days. Major cause of addiction was the association with the addicted peer groups and having the sense of presenting their personality in better way or in modern way. Mostly students focused that for controlling drug use it is very essential to teach a subject to decreasing its usage but other said that it has become trend and fashion and the thing which has become fashion then it cannot be stopped in proper way. So drug usage and impression management have great relationship that is what the research tried to prove this connection in particular manners.

7.2 Findings

After conducting present research, researcher got very important information about the students who use drug for making their outer personality in decent and popular way with in Quaid-i-Azam Universty, Islamabad.

Researcher gets to know about the behavior of students toward drug and they courage one another to use drug for adopting modern way of living and to meet the specific requirements of present era. They think the educational life as a young life and want to lead in a passion mode having smoking habit and wine drinking among class fellows and colleagues. Researcher also found that these students think about increasing their understanding approach having such habit and easy live within institution and among class fellows.

7.2.1 Key Findings

- The researcher found that majority students from master program in 65.3% who use cigarette or smoke for impression managing.

- Majority of respondents was found unmarred and their ratio is found in 90%.

- Researcher found that majority of respondents family income per month is between 22000_27000 in 59.3%.

- Researcher found that 58.7% students have pocket money per month in between 4000_6000.

- In this study the researcher found much number of addicts in respondent family is uncle in 47.3%.

- Through this study we come to know 37.3% students show emotions while impression management.

- This study is showing result that 59.3 % respondents show impressions through smoking in front of class fellows.

- The researcher comes to know through conducting research that 90.7 % students inhale the drug.

- This study indicates from drug the result of impression managing and 47.3% response is found about good looking personality.

- The researcher observed through present study about nature of respect given from class fellows and mostly response was about considering modernist having 58,7% ratio.

- In which study it reveals that 92% students use tobacco (smoking) in general.

- Drug which is mostly used for impression management is also tobacco and response is found from study in 84%.

- Major motivation for drug usage is found for impressions having 71.3% response.

- It is observed through present study that the nature of confidence in 40.7% is experienced in raising communication skill.

- The researcher found through present research that the influence of peer group on drug usage 70.7% is favorable/conducive.

- It is experienced through present research that 78.7% student's simple smoke and 21.3% students do charce smoking.

- It is found from present study at witness at the cigarette first time 46.7% response about taking drug as an excitement.

- Majority of students found for using drug in morning and after noon time in 54.7% and 18% ratio.

- 54% response from the student is found by the students about justification of addiction due to peer group environment and pressure.

- Through this research 42.7% response from students about nature of self satisfaction is found about for increasing mentally power.

- It is analyzed that 36% response about style of smoking is performed having flirty behavior.

- Through drug habit 33.3% students reveal their emotions as a intellectual person.

- Division of students are categorized 59.3% in low form status while 37.3% in high form status regarding this research.

- It is mostly observed by the researcher that feeling among teacher and class fellows 66% response is found about genius and 23.3% is in intelligent.

- Through present research 42% is found feeling s by smoking as better for impression making among colleagues.

- According to present research 63.3% is suggested by the respondent that it is a trend while 36.7% is suggested that drug has been taking as a fashion which can not be controlled among students in educational institutions.

7.3 Suggestions

Following the suggestions after conducting the study, through which government, teacher, and elders of society can modify and improve the thinking of youngsters towards their drug habit. By using the tools like teachers and authoritative persons we can control this prevailing fashion within educational institutions.

- Government should take step to control the drugs within educational institutions having strict rules and regulations.

- Government should provide alternative for students to becoming their personality dynamic and solid giving best mess system for health improvement.

- Tension and stress is the cause of drug using so government should economically support those students who are very poor and cannot survive under semester system with large expensive.

- Government through mass media should provide awareness about dishearten the drug usage.

- Through electronic and print media drug using should be condemned strictly.

- NGO's should play a key role to stopping the drug using among students through establishing programmers in educational institutions off and on.

- Parent should keep their eyes on their children and conscious about their wrong activities and also show strict behavior towards them.

- Elders should not use drug in front of youngsters and teachers should not use drug because they are considered as a model of every social behavior.

- Within educational institutions drug using should be strictly banned.

- Regular check and balance system should be existing within educational institutions.

7.4 Limitations

- Drug usage among student within educational institutional is increasing day by day which can not be measured easily due to various priorities.

- For conducting research having task about drug usage should be enough time and the present research is completed within limited time which is unmannerable.

- Impression have drug habit among student in educational institution can be expected through students behavior, attitudes and emotions in smooth manners while not mentionining rules and regulations.

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ANNEXURE

QUESTIONAIRE

Impression Management and Drug Usage among Students

Advisor: Dr. Farhan Ahmad Faiz
Researcher: Asad Iftikhar

Form No: _____

1.   Family chart with their relation with the student

Sr.#	Relation with the respondent	Age	Education	Marital status	Pocket money / Income (monthly)	Drug addict in family
Total						

Construct Profile

2.   To what extent, do you know about the impression making?
         (a) To great extant   (b) To some extant   (c) Not at all

3.   If response is —"a and -b" then what are the impressions you make?
         (a) Showing personality   (b) Showing emotions
         (c) Showing style   (d) Any other_____

4.   To what extant, you feel impression making is necessary for you?
         (a) To great extant   (b) To some extant   (c) Not at all

5.   If response is —"a and -b" then how you manage your impressions in front of your
     class fellows?
         (a) Through smoking   (b) Through dressing

(c) Through exciting behavior (d) Any other_____

6.   To what extant, you are aware of drug usage?
        (a) To great extant   (b) To some extant   (c) Not at all
7.   If response is a" and ‒b" then how it is used?
        (a) Sniffing   (b) Inhaling   (c) Drinking
        (d) Any other_____

8.   Do you take drug/ s ?
        (a) Yes   (b) No

9.   To what an extent drug use have a significant impact on your impression building?
        (a) To great extant   (b) To some extant   (c) Not at all
10.   If response is ‒à and ‒b" then what kind of impressions you make through drug?
        (a) Good looking personality (b) Increasing confidence
        (c) Sharpness in behavior   (d) Any
        other_____

11.   To what an extant do you feel respect having such impressions among class fellows?
        (a) To great extant   (b) To some extant   (c) Not at all
12.   If response is _à and _b then what kind of respect they give to you?
        (a) Impressed by your personality   (b) Consider you modernist
        (c) Consider conservative   (d) Any other

        _____

13.   To what an extant you are aware about the types of drugs?
        (a) To great extant   (b) To some extant   (c) Not at all
14.   If response is ‒àand ‒b" then what types of drug are mostly used among students in general?
        (a) Tobacco (smoking)   (b) Charce   (c) Heroine
        (d) Wine   (e) Opium   (f) Any other_____

15.   What is major type of drug, which is generally used among students for impression management?
        (a) Tobacco   (b) Charce   (c) Heroine   (d) Wine
        (e) Opium   (f) Any other_____

16.   To what an extent drug usage is a source of impression management for you?
        (a) To great extant   (b) To some extant   (c) Not at all
17.   If response is ‒à and ‒b" then what is the major motivation to you for drug usage?
        (a) For impressions   (b) For innovations   (c) To maximize sexual potency
        (d) Any other_____

118.   To what extent you feel that drug usage bring confidence in your life?
            (a) To great extant   (b) To great extant   (c) Not at all
119.   If response is —ǎ and –b" then what kind of confidence it brings?
            (a) Improvement in language   (b) Raising communication
        skill
            (c) Better attitude   (d) Any
        other_____

20. Influence of below mentioned categories on drug user?

Categories	Favorable/Conducive	Normal	Discouraging
1.Family			
2.Religion			
3.Peer group			
4.Teacher			
5.Any other: _____			

21.   Do you smoke?
            (a) To great extant   (b) To some extant   (c) Not at all
22.   If response is —ǎ and –b" then which type pf smoking you do?
            (a) Simple smoking   (b) Charce smoking

23.   What was your response when you saw the cigarette first time?
            (a) Furious   (b) Excited   (c) Afraid   (d) Any
        other_____
24.   How many packets of cigarette you use daily?
            (a) One packet   (b) Two packet
            (c) Three packet   (d) Any other_____
25.   What is your total time duration of using it in a day?
            (a) Half an hour   (b) One hour
            (c) One and half hour (d) Any other_____
26.   Since how long have you been smoking in your life?
            (a) One year   (b) Tow years
            (c) Three years   (d) Any other_____
27.   At which time of the day you feel that smoking is necessary for you?
            (a) Morning   (b) After noon   (c) Evening
            (d) Late night (e) Any other_____

28.   In what aspect you justify your addiction of smoking?
            (a) Habit   (b) Need   (c) Peer group
        environment/pressure
            (d) Any other_____

29.   From which age you are doing smoking?
            (a) >9   (b) 10_14   (c) 15_19
            (d) 20_24   (e) 25_29   (f) <30

30.   To what an extent do you smoke for self satisfaction?
            (a) To great extant   (b) To some extant   (c) Not at all

31.   If response is ―‫ ̊‬a and ‫ ̣‬b‖ then how you feel self satisfaction?
          (a) For increasing mentally power   (b) For decreasing stress
          (c) For removing tension   (d) Any
      other_____

32.   To what an extent do you feel the use of tobacco is cause of wasting
money?
          (a) To great extant   (b) To some extant   (c) Not at all
33.   If response is ―‫ ̊‬a and ‫ ̣‬b‖ then how much money is wasted by you
      regarding smoking?
          (a) 500_999   (b) 1000_ 1499   (c) 1500_1999
          (d) 2000_2499 (e) <2500

34.   To what an extent, your economic resources fulfill the need of smoking?
          (a) To great extant   (b) To some extant   (c) Not at all
35.   If response is ―‫ ̌‬c then how you fulfill your need?
          (a) Through peer group helping   (b) Through class fellows
      helping
          (c) Through family member helping (d) Any
      other_____

36.   To what an extent do you smoke for self making in front of others?
          (a) To great extant   (b) To some extant   (c) Not at all
37.   If response is ―‫ ̊‬a and ‫ ̣‬b‖ then what style of smoking is done by you?
          (a) In serious mood   (b) Having flerty behavior
          (c) Considering self respect   (d) Any other_____

38.   To what an extent smoking is a source of managing impressions?
          (a) To great extant   (b) To some extant   (c) Not at all
39.   If response is ―‫ ̊‬a and ‫ ̣‬b‖ then how you reveal your emotions?
          (a) As a good looking person (b) As a intellectual person
          (c) As a modern person   (d) Any other_____

40.   To what an extent do you smoke for status gaining?
          (a) To great extant   (b) To some extant   (c) Not at all
41.   If response is ―‫ ̊‬a and ‫ ̣‬b‖ then how much form of status is gained by your
      class fellows?
          (a) High form (b) Low form (c) Any other_____

42.   To what an extent do you feel smoking is essential for your existing social
activities?
          (a) To great extant   (b) To some extant   (c) Not at all
43.   If response is ―‫ ̊‬a and ‫ ̣‬b‖ then which kinds of social activities are you
      commonly involved?
          (a) Studying in academic carrier (b) Making discussion among
      intellectuals
          (c) Showing complete personality among class fellows

(d) Any other_____

44.   How you feel yourself among your teachers and class fellows while intoxication?
        (a) Intelligent   (b) Genius   (c) Dull
        (d) Any other_____

General Profile

45.   To what extant you are getting your academic goals through smoking?
          (a) To great extant   (b) To some extant   (c) Not at all
46.   If response is —ä and –b" then in which form you achieve your goals?
          (a) Through good marks   (b) Through high grade
          (c) Through high G.P.A   (d) Any other_____

47.   Do you smoke in your department (during recess time)?
          (a) Yes   (b) No

48.   If yes then how do you feel?
          (a) Better for study   (b) Better for impressions
          (c) Better for emotions   (d) Any
       other_____

49.   What is your behavior about unknown drugs?
          (a) Positive   (b) Negative   (c) Normal   (d) Any
       other_____

50.   To what extant do you feel the impact of smoking on yourself is better
       within educational institution?
          (a) To great extant   (b) To some extant   (c) Not at all
51.   If response is —ä and –b" then what kind of impact you feel?
          (a) Raising relations   (b) Easy living within institution
          (c) Good reputation   (d) Any other_____

52.   To what an extent do you feel your understanding approach have risen
while
       smoking?
          (a) To great extant   (b) To some extant   (c) Not at all
53.   If response is —ä and –b" then share how your understanding approach
have risen?
          (a) About social phenomenon   (b) About study problems
          (c) About domestic problems   (d) Any
       other_____

54.   To what an extent you feel use of drug is harmful for health generally?
          (a) To great extant   (b) To some extant   (c) Not at all
55.   If response is —ä and –b" then which type of drug is comparatively more
       harmful for health?
          (a) Tobacco   (b) Charce   (c) Heroine   (d) Wine
          (e) Opium   (f) Any other_____

56.   Do you have any problem about your health?
          (a) Yes   (b) No
57.   If yes, then what type of health problem you are facing?

(a) Teeth   (b) Constipation   (c) Lungs infection
(d) Dirty smell (e) Any other_____

58.   As a smoker what is your impression in front of your class fellows?
       (a) Good   (b) Bad

59.   As a drug user, what is your experience with drug?
       (a) Effective   (b) Ineffective   (c) Very effective   (d) Any
other_____

60.   Drug using is strictly prohibited in Islam then why you use?
       (a) For relaxation   (b) Remove sleeplessness   (c) For remain
active
       (d) Only for habit   (e) For enjoyment   (f) For remove
anxiety
       (g) For impressions   (h) For removing disease

61.   To what an extent drug cab be controlled in educational institutions?
       (a) To great extant   (b) To some extant   (c) Not at all

62.   If response is ―‟a and ‒b‟ then how we can control?
       (a) Through law   (b) Through strictly banned

63.   Are you agree that drug usage is a culture in such forms?
       (a) Fashion   (b) Trend

Thanks for Cooperation!