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## Analysing the Impact of PUBG Game on Mental Health of University Students

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### ABSTRACT

This paper will discuss how PlayerUnknown's Battlegrounds (PUBG) affects the mental health, social behavior, and academic performance of college students. The quantitative type of research was utilized and 325 students of a university were sampled through a structured questionnaire. Cronbachs alpha was 0.889 which showed the instrument is very much internally consistent. Data analysis was done using SPSS by use of descriptive statistics, one sample t -tests, ANOVA, and multiple regression analysis. The results showed that most of the respondents were men and frequent PUBG players, with the average time per day spent on playing more than eight hours. The findings reported that moderate to high levels of stress, such as mental exhaustion, emotional and sleep-related problems, were strongly linked to over-use of PUBG. Online communication was also found to be more social and face-to-face communication and social neglect was more evident. Students mentioned distraction, tardiness of assignments, lack of concentration and skipping of classes in academic life. Inferential tests affirmed that the use of PUBG significantly affected the mental health, social life, and academic performance ( $p < .001$ ). Regression results indicated that the playtime in PUBG was found to explain 22.5 percent of the variance of these findings, which is why the duration of playing the game daily was an important predictor. The research has determined that although PUBG is an entertaining game that offers an online modeling experience, overindulgence is a significant threat to the psychological well-being of students, their social relationships and achievements in school.

**Keywords:** PUBG obsession, Mental well-being, University students, Online gaming, psychological well-being.

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## INTRODUCTION

### Background

The digital technology, the constant availability of the net, and the usage of smartphones have increased the progress of the video gaming industry dramatically within the last two decades. Online multiplayer games are especially popular with young adults. An example of an online multiplayer game with a realistic, survival-oriented gameplay trip is PlayerUnknown's Battlegrounds (PUBG). It is a game that involves thinking as well as team work because it enables the players to play individually or have them play in groups. Its popularity among college students is so high because of its perfect graphics, tough nature and frequent updates. Nevertheless, reward-based systems of development in the game, its immersive character, and constant needs of attention might encourage longer playing, which, under the condition of inadequate management, may lead to compulsive gaming behavior. The authors note that there is a need to explore the impact of harmful playing behaviors on emotion and aggression control in the context of increasing the number of young adults using online gaming platforms (Shahid, M. S., and Yaseen, F. 2025). This focus is justified by the fact that the popularity of PUBG among the youth has grown rapidly, and the number of concerns about gaming addiction has also increased. PUBG is a very competitive and a stiff multiplayer battle game that subjects the player to violent circumstances, constant stimulation, and spending much time in front of the screen which can influence the capacity of the player to control their emotions and act in an aggressive manner. The investigation into the underlying cognitive and social processes through which video games have been proposed to induce changes in psychological outcomes allows the research discussion of the conflicting results of previous research (Ballou et al., 2025; Al Lawati et al., 2024). The choice of this section is due to the fact that the impact of gaming on the state of mental health has been discussed extensively, and the results of the earlier research were inconsistent and contradictory in some cases.

To solve this global health problem, the authors emphasize the importance of understanding generations differences in habits and health outcomes (Vettriselvan et al., 2025; Ali et al., 2025). The rapid digitalization has radically changed everyday life making people more dependent on cellphones and internet of all ages, and that is why it is worth attention. The player space narrows because of the progression of the game, bringing the playing characters nearer to each other, and intensifying the play. The game includes exploration, strategy and battle all as part of its gameplay and the players have to adjust their strategies based on actions of other players and resources they control. This paper explored whether there is a correlation between PUBG game addiction and aggressiveness with the mediating variable being social connectedness (Kausar et al., 2024; Ansari et al., 2020). As the experience players grow so does their inventory and weapons and armor are quickly found to defend themselves. This study was aimed at exploring how online gaming addiction impacted mental health loneliness, anxiety and depression of students by (Kamal et al., 2020).

These cosmetic items do not affect the gameplay to preserve the balance of the game and the skillful play. Since its introduction, PUBG has had a massive contribution to the world of games and popular culture at large; this has seen an increase in curiosity regarding the subject of battle royale gaming. Research indicates that the Internet gamers have a small percentage exhibiting the sign of changes in mood, tolerance, and sensitivity that are generally associated with substance-related addictions (Kuss et al., 2012; Ashraf et al., 2025). Various adaptations and imitations came out of its success that affected the design and gameplay of subsequent games. The game has also made a huge entry in the e sports market with several competitions and events drawing millions of spectators and players across the globe. This study aimed at conceptualizing and summarizing the possible implications of gaming platforms like PlayerUnknown's Battlegrounds (PUBG) on the mental health (anxiety and depression) of a person (Sunil et al., 2021). It is imperative to learn what factors influence psychological well-being, which is evidenced by the increase in the number of psychological issues among students. Among them, stress is a natural phenomenon in life that may significantly contribute to mental health since it may lead to short and long-term issues. Although chronic stress may adversely affect the emotional and physical health of the individual, acute stress may provoke the behavior and allow them to adapt. The study by (Shrestha et al., 2025; Uddin et al., 2025) aimed at investigating the perceptions of teenagers regarding online gaming, the connection between gaming addiction and mental health, and the impact of gaming on sadness, anxiety, and loneliness. Since one of the most popular leisure activities that young adults engage in is the video games playing, additional research is required towards establishing the effects that the said activity has on some of the most important elements of health. In the article, the author concentrates on three aspects; the impact of video games on mental health, social problems and sleeping habits (Khalid et al., 2025; Taqi et al., 2022). The other significant field of research is the academic performance that entails such variables as grades, class participation and attendance.

The study will look at the relationship between academic stress and academic expectation stress on emotional problems and internet gaming disorder (IGD) in Chinese adolescents (Yang et al., 2025; Sibte-e-Ali et al., 2021). Through the General Strain Theory, the research subsumes that excessive academic demand may result in emotional distress and thus, adolescents can turn to overindulgence gaming via the internet as a coping strategy. Academic stress has emerged as one of the key problems among teens and more so in education systems where the level of competition is high like in the Chinese education system. Too many academic requirements and expectations on the adolescents by parents, teachers and the society may impact the emotional wellbeing of a teenager negatively. It will be valuable to comprehend the role of various forms of academic stress in causing emotional issues and internet gaming disorder (IGD) to detect at-risk students. Explore the impact of online gaming addiction on the level of life satisfaction using emotional schemas as an intermediary variable, where problematic gaming is

expected to change the way emotions are processed and decrease overall well-being (Makas, S., & Koc, M. 2025; Shabbir et al., 2021). This research is warranted due to the fact that life satisfaction is a major measure of mental health, and due to the ascending popularity of online gaming addiction, one is likely to want to know where it leads psychologically. The study makes a contribution by concentrating on emotional schemas to explain the effects of gaming addiction on well-being instead of just proving the existence of a relationship. The discovery of emotional processes can be useful to guide psychologists and mental health representatives to establish better interventions to enhance emotional control and life satisfaction in consumers with problematic gaming practices. Determine the impact of the characteristic of persuasive designs applied in mental health apps on user engagement and intervention efficacy through the synthesis of evidence based on randomized controlled trials (Valentine et al., 2025; Naseer et al., 2024). The study is supported by the increasing usage of digital mental health apps and their lack of sustained use and effect. Through the analysis of evidence of RCTs, it helps to figure out the factors of effective designs and provides the information on how to create more effective evidence-based interventions. Give an in-depth description of the theoretical models of mental health by incorporating the psychology, psychiatry, sociology, and public health perspectives to describe the conceptualization of mental health and mental illness (Davidson et al., 2026; Masih, et al., 2025). The mental health practice today is quite intricate and covers numerous areas, and thus the concept different theories needs to be comprehended. The book can assist professionals, educators, and policymakers in making decisions at various social and clinical environments by integrating multiple mental health models.

Research the effectiveness of the culturally relevant approach to mental health prevention and promotion programs in Chinese societies in terms of their success in enhancing mental health outcomes among children and adolescents (Yang et al., 2025; Khatoun et al., 2023).

This research is warranted by the fact that the prevalence of mental issues among youth is on the rise, and intervention strategies can no longer address this rising issue with the help of treatment-based approaches only. The study also focuses on early intervention measures to prevent the occurrence of mental health risks in the long term by focusing on prevention and promotion. The assessment of culturally suitable programs in Chinese cultures offer useful insights to policy makers, educators, and mental health practitioners to develop and execute effective and culture specific interventions that foster positive youth mental health. Monitors the use of virtual AI technologies in mental health care by contrasting the technological and psychological determinants of its use by providers and patients (Moriuchi, E. 2025; Kanwal & Tasleem, 2025). Such an analysis can be justified by the increasing scope of AI-based applications in mental health care which requires providers and patients to accept the tools in order to be effective. It provides the information to enhance the ethical design, adoption, and integration of AI technologies by comparing perceptions and readiness.

Assess the adoption of e-pharmacy services by consumers in Qatar through the Unified Theory of Acceptance and Use of Technology (UTAUT) to determine the main technological and social determinants of the usage intentions (Al Halbusi et al., 2025). The increasing dependence on e-pharmacy services because of accelerated digitalization of healthcare can be used to support this paper. It can be explained that, with the help of the UTAUT framework, technological and social aspects have an impact on user adoption. The results provide some realistic recommendations on how to enhance trust, accessibility, and effective use of the e-pharmacy platforms to improve health outcomes of population. The research questions the effects of PUBG addiction on the mental health and academic performance of millennials, as well as explores the mediating effect of social engagement between the two variables, PUBG addiction and mental health (Gupta et al., 2023; Janjua et al., 2025). This paper is justified by the fact that PUBG addiction is becoming more and more common among millennials and is negatively associated with mental health and low academic outcomes. It can also help educators, mental health professionals, and policy makers to encourage healthy gaming habits and more social engagement through the analysis of social engagement as a mediating variable, which explains the effects of excessive gaming on psychological well-being.

This paper explores the experiences of university students to PUBG by finding out how it contributes to stress levels, social life, and academic performance. It compares the effects of gaming intensity and hours of playing on the mental health, patterns of communicating, socializing in real life, and academic habits. The research is based on Uses and Gratifications Theory and Social Learning Theory and states that PUBG gaming serves to satisfy the needs of students, including entertainment, relieving stress, and socialization, whereas the excessive use can result in the appearance of adverse psychological and academic performance. It also points out that negative aspects can be modelled by players following other players, but a controlled gameplay can also promote positive traits like playing in as a team, and having a strategic mind.

## **LITERATURE REVIEW**

Several studies have been carried out online gaming in connection to mental health and academic performance, as well as, social behavior. Studies reveal that extreme gaming can be a cause of stress, anxiety, depression, sleep deprivation and lack of academic involvement. Moderate gaming, on the other side, has been linked with the development of cognitive skills, alleviation of stress and social connection online. Research on PUBG emphasizes its immersive and competitive quality, which can cause arousal of emotions, aggression, and long engagement with the game. Studies done on various parties in various regions of universities indicate that excessive use of PUBG is associated with mismanagement of time, lack of focus in academic studies and social isolation. Nevertheless, there are also some studies that recognize good results in the form of collaboration and virtual social connectedness.

In Pakistan and other developing nations, the studies are not numerous, and there is a necessity to focus on the local empirical research. The ambivalent results of the available literature explain the need to adopt a balanced methodology exploring both beneficial and adverse effects and taking into consideration such contextual variables as culture, academic pressure, and access to the Internet. This study was done to establish the extent of the PUBG addiction, especially among the students of Dipa Makassar University. The PUBG Addiction Test (PAT) was used to determine the level of PUBG addiction of young adolescents (Djafar et al., 2023; Ivascu et al., 2022). It could mean that the more often video games are played, the higher the levels of social stress due to factors such as the pressures of online gaming teams or the process of avoiding social interactions through the use of video games as a coping mechanism may result in a vicious circle of stress and prevention (Dasgupta, R. 2024; Farooq et al., 2020). Analyzing such issues as videogame time, its relation to the academic tasks, potential psychological consequences, this literature review is aimed at summarizing the quantitative research that has already been conducted on the effects of PUBG among students. A nationwide survey was conducted to determine the prevalence of addiction to video games and problematic use and their relationship with physical and mental health (Mentzoni et al., 2011; Feng et al 2023). We are interested in assessing the impact of the COVID-19 pandemic on the mental health of University students within a short period of time (Son et at., 2020). The research design adopted in this study is the Preferred Reporting Materials of Systematic Review (PRISMA) method that will be used to study the impact of video game addiction on teenagers (Purwaningsih and Nurmala, 2021; Hafeez et al., 2011). The research aimed to examine the perceptions of online gaming and its impact on sadness, anxiety, and loneliness among teens, the relationship between gaming addiction and mental health, and the connection between gaming and mental health (Shrestha et al., 2025). Considering the growing popularity of online gaming in the digital era, the study will analyze the impacts of games on the physical well-being of University of Indonesia students working in vocational programs (Zaferina et al.,2025; Iqbal et al., 2025). The paper analyses the views of 4,700 Jordanian university students on the behavioral, psychological, and physical impacts of playing online games (Alshraideh et al., 2024). University students are already experiencing significant mental health problems, and research on artificial intelligence (AI) and its effect on mental health is rapidly developing. AI is a major contributor of the psychological well-being.

## **METHODOLOGY**

### **Research type**

This will be a first-hand approach of acquiring data about the gaming profile, stress level, social life, and school results of the respondents influenced by the Player Unknowns Battlegrounds (PUBG). Primary research is quite helpful because the data obtained is pertinent as the information obtained is directly related to the subjects of the research therefore guaranteeing that the data obtained is pertinent to the study.

Besides increasing the level of data validity and reliability, this method can provide a chance to explore further into the other facets of gaming and mental health of the students. Similarly, primary research is extremely significant research in the field of education and mental health as it concerns people and aids in establishing a deeper relationship between video games, stress, social relations, and academic performance.

### **Research Design**

The quantitative research approach of the study will entail the systematic collection and analysis of numeric data so as to make inference on the association between the variables under study in terms of the influence of PlayerUnknown's Battle Grounds (PUBG) on the psychological welfare of university students. The study was pursued to determine the time taken to spend in games, stress levels, social life and academic performance through administration of structured questions. Statistical analysis of variables can also be performed through the said architecture, which can be used to compare and employ correlation and regression using these variables. Thus, by applying the quantitative approach, it is in a better position to comprehend how complex videogames is and its future impact on the performance and the well-being of the students.

### **Sample design**

The sample design in this study was by simple random sampling since the likelihood of any member of the targeted sample of the university students being selected was equal. It assists in reducing bias and improving the representativeness of the sample because it improves the generalizability of the findings. A number of students were chosen randomly to take part in the study using the list of all the enrolled students to ensure that all demographical backgrounds including gender, age, and discipline are covered in the study. To come up with valid conclusions regarding the relationship between gaming habits of university students, mental health and their performance, this paper uses simple random sampling in the process of getting a sample that is representative of the population.

### **Sample size**

The calculated sample size of the internet sample used the RAOSOFT software according to which the sample size of this study was estimated at 325 individuals. This was calculated at 95 percent confidence level that implies that there is 5 percent probability that it may not be correct and 50 percent response rate. Through that sample size, the investigation was at least made certain that it is not too big and on the other hand, the results can be extrapolated to the rest of the students at the University. The sample size of 100 subjects was permitting adequate power to identify the relationships between variables regarding the impacts of gaming on academic learning and mental health to offer valuable data on the selected subject.

### **Target population**

This study was carried out among the university students as they were individuals between the age of 18 and 30 years of age. This population is especially applicable because they tend to alter their lives, have issues and stressful experiences

which can affect their mental well-being and performance. This targeted demographic was helping the project to investigate the correlations between playing habits, mindsets and academic performance within one setting and one environment. Conversely, university students were the right people to give information regarding the role of gaming on the youth in learning institutions as they are a heterogeneous group with varied characteristics, majors and experience. The information was gathered among various students in the Universities in Lahore.

### **Study area**

Lahore is a rich metropolis in Pakistan with an intriguing past, culture, and educational facilities that is the study area. Several universities were available there in Lahore, a big city which attracts different kinds of students. This dynamic environment provides a particular attitude towards the challenges and the possibilities that the students of the contemporary University have.

### **Data collection tool**

One of the methods of collecting numerical information to be analyzed statistically is a survey and, in particular, quantitative survey. In the majority of cases, there was an application of structured questionnaires that had objective questions, which allowed the respondents to choose one answer among the given list. The instrument had a good level of reliability (Cronbach alpha = 0.889). Such format will assist in generalizing and rendering the research reliable since it will be easier to access data in a pool of population. There were a number of methods of carrying out surveys that consist of online, phone or face interview. These were the two merits of quantitative surveys as it is capable of measuring behaviors, attitudes and opinions and data can be processed easily using the statistical softwares. Finally, the method can provide researchers and decision-makers with relevant information.

### **Data analysis tool**

The Statistical Product and Services Solutions that is known as SPSS is one of the statistics analysis tools that are generally applied in research. Through this, users could easily modify and analyze big data any time they would feel like due to the interface that it provides. The researchers can conduct various studies with the help of a different tool with the SPSS, but in the current study, descriptive statistics, one-sample t-tests, ANOVA, and multiple regression analysis are the tools used. The features of the purchase are the presentation of data and the possibility to work with complex survey data, which make the analytical process better. Further, SPSS enables one to include the results to report, and syntax to enable the research replication. It also helped in appropriately interpreting data and developing empirical decision making to promote the success of the business.

### **Ethical consideration**

To ensure the ethical research processes, a variety of ethical issues should be addressed when discussing the impact of PUBG on the mental health of University students. Researchers need to obtain informed consent in order to make sure that the participants were informed about the purpose of the study as well as their right to withdraw at any given time. It is important to guarantee privacy and confidentiality

because the personal information must be abstracted and stored safely. As there is a potential psychological impact of discussing gaming behaviors, researchers should be prepared to offer resources to support them to ensure that they will not be distressed.

## RESULTS

The sample size was 325 university students' men and women whose quantitative data were collected and analyzed with the help of SPSS. The findings contain reliability analysis, characteristics of participants, descriptive statistics, inferent testing, and regression analysis to investigate the effects of PUBG use on both mental health, social behavior and academic performance.

### Reliability of the Measurement Instrument

Internal consistency of the questionnaire was assessed using **Cronbach's alpha** across all 51 items.

**Table 1. Reliability Statistics**

Measure	Value
Cronbach's Alpha	0.889
Cronbach's Alpha (Standardized Items)	0.900
Number of Items	51
Sample Size	325

The reliability coefficients are higher than the recommended level of **0.70**, which shows that the **consistency is excellent**. This establishes the fact that the instrument is effective in assessing mental, social, and academic aspects that are associated with the gameplay of PUBG.

### Characteristics and PUBG Usage of the participants.

It was found that the sample was composed of more **males (82.5%)**, then **female participants (15.7%)**, and a small percentage of other or unspecified (1.8%). The majority of respondents (**80.9%**) had **regular gameplay of PUBG**.

The average age was  $M = 5.36$  ( $SD = 2.53$ ) that was representative of a normal university age group. The mean hours of play per day were 8.22 ( $SD = 3.18$ ) which shows that participants play PUBG a lot.

**Table 2. Gender Distribution**

Gender	Frequency	Percentage
Male	268	82.5%
Female	51	15.7%
Other / Unspecified	6	1.8%

### Mental Health Outcomes

The results in terms of mental health measurement were measured with stress-related items. The mean scores were **2.02 to 2.61** which shows that there is **moderate stress** in relation to the PUBG gameplay.

**Table 3. Descriptive Statistics for Stress Variables**

Item	Mean	SD
Stress_1	2.02	1.20
Stress_4	2.61	1.34
Stress_8	2.61	1.41
Stress_12	2.31	1.29

The results indicate that the long sessions of PUBG are related to the feelings of **mental exhaustion, emotional pressure, frustration, and sleep disruptions.**

#### **Social Impact of PUBG Usage**

Social performance was found to have both **positive and negative impacts.** More **online communication** was more preferred, and **face-to-face social interaction activities were reduced.**

**Table 4. Descriptive Statistics for Social Variables**

Variable	Mean	SD
Online Communication Preference	3.03	1.48
Communication Skills	3.01	1.50
Neglect of Social Events	2.62	1.42

These findings suggest that PUBG encourages virtual communication, but it can decline the real-life social involvement of ordinary players.

#### **Academic Impact**

The academic performance showed significant adverse consequences that were associated with excessive game play. The average of the scores was **2.06 to 3.49**, which marked the distraction of academics and changed patterns of studying.

**Table 5. Descriptive Statistics for Academic Variables**

Variable	Mean	SD
Academic Distraction	2.19	1.29
Class Skipping	2.86	1.43
No Negative Academic Effect (Reverse Item)	3.49	1.44

The outcomes indicate that PUBG gaming is one of the causes of **time mismanagement, lack of concentration, and procrastination in schoolwork.**

#### **Inferential Statistical Analysis.**

The one sample t-tests were used to determine whether the mean scores obtained were significantly different than the test value.

**Table 6. One-Sample t-Test Results**

Variable Category	Mean Range	t-value Range	Sig.
Mental Health (Stress)	2.02–2.61	29.90–35.23	< .001
Social Impact	1.99–3.03	29.79–37.02	< .001
Academic Impact	2.06–3.49	30.24–43.53	< .001

The outcome of all the results was statistically significant ( $p < .001$ ) as the use of PUBG has significant effects on mental health, social behavior, and academic performance.

### ANOVA Results

One-way ANOVA indicated that the **daily playtime** had significant effects ( $F = 6.88, p = .006$ ). No significant, however, differences were found among demographic variables of stress, social or academic outcomes ( $p > .05$ ).

### Regression Analysis

A multiple regression analysis was conducted to test the predictive connection between the use of PUBG and the outcome variables.

**Table 7. Regression Model Summary**

R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error
.474	.225	.084	1.408

The model explained **22.5% of the variance**, indicating **moderate predictive strength**.

**Table 8. ANOVA for Regression Model**

Source	F	Sig.
Regression	1.592	.011

The regression formula was statistically significant ( $p < .05$ ), which proves that the higher the PUBG usage, the greater the stress and its outcomes.

### Summary of Key Findings

The findings show that the PUBG gaming is **strongly correlated** with mental health stress, alterations in social behavior, and academic difficulties in university students. Although socialization through the internet was on the rise, there were negative effects on face-to-face socialization and academic achievement. These results indicate the necessity of education and intervention measures that deal with the excessive gaming.

## DISCUSSION

The current research determined the effect of PlayerUnknown Battlegrounds (PUBG) on the mental health, social behavior and academic performance of university students in Lahore, Pakistan. The results provide a good empirical study to conclude that overindulgence in playing PUBG is highly linked with psychological strain, distorted social interaction habits, and grade issues. The results directly respond to the aims of the study and contribute to the knowledge of online gaming practices among the university students especially within the Pakistani-based context where there is a lack of empirical evidence.

The findings showed that an overload of the PUBG gameplay was strongly linked with moderate to high levels of stress, mental exhaustion, emotional distress, frustration, and sleep disorders. The statistically significant t-test values ( $p < .001$ )

prove that over time, the negative consequences of intensive competitive gaming environments on the psychological status of students may be observed. The all-encompassing aspect of PUBG, alongside the addictive time and cognitive activity, seems to overstimulate the players and deprive them of the chance to rejuvenate their mental states. Applying the Uses and Gratifications Theory, students might start playing PUBG to have a rest or to have some entertainment, but as the process may become too intense, it can even lead to further stress and emotional burnout. The research also found that there were significant shifts in social behavior of students. Although PUBG allowed communicating and interacting with others online and virtually, it was also related to decreased engagement in real-world social life and disregard of the social gatherings. This observation implies that extreme consumption of PUBG cannot bring socializing to a complete end but transfers it to the digital game. This kind of transition can ultimately deteriorate social interaction in the real life. In terms of the Social Learning Theory, learners can go along with the behaviors they can see in gaming subcultures, like placing online socialization above real-life obligations. This acquired behavior over time is subject to social withdrawal and lack of interpersonal interaction in the real-life environment that is more alarming in collectivist societies such as Pakistan, where social bonds and family interaction are highly valued culturally.

The gameplay of PUBG also influenced academic performance massively. The students also indicated that they were more easily distracted in their academic activities, they had lesser concentration in their studies, they took longer time to complete their assignments and they missed their classes. These academic effects were proven to be statistically significant ( $p < .001$ ), which means that excessive gaming disrupts academic patterns and duties of students. The average play time that was reported by the respondents is high and this indicates that gaming is a direct competitor of the study time hence, it has a negative impact on the academic performance. According to the Uses and Gratifications model, PUBG can be used as a stress management tool in academic stress; nevertheless, overreliance on avoiding stress by gaming may lead to increased academic stress, which builds a stress-procrastination-less academic engagement cycle.

These interpretations were further supported by the regression analysis that informed that the use of PUBG elucidated 22.5 percent of the variance in mental health, social and academic outcomes. Whereas this is a moderate effect size, it is a clear indication that gaming time per day is a significant predictor of poor outcome. Though PUBG is not the only factor that predetermines well-being and academic success of students, its enormous predictive power identifies the importance of tracking and controlling gaming among university students.

## CONCLUSION

This paper has found out that the use of PUBG among university students in Lahore is greatly attributed to stress, distorted behavior and a decreased performance in school. The long duration of the play serves to cause mental exhaustion,

emotional stress, sleeping issues, decline in face-to-face communications and school-related problems, including distraction and poor time management. Although PUBG encourages socialization in the virtual world, it tends to substitute the physical one instead of improving it. As the results are informed by the Uses and Gratifications Theory and Social Learning Theory, it can be concluded that PUBG is not necessarily a bad game, but when used excessively and uncontrollably, it may result in adverse psychological, social, and academic effects. It is a research that points to the need to raise awareness, provide guidance and digital well-being programs to ensure that university students engage in balanced gaming habits.

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