



IMPACT OF SOCIAL MEDIA ON STUDENTS

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Abstract

Social media has become an integral part of students' daily lives and plays an important role in shaping their communication, learning habits, and social interactions. This research examines how social media usage influences students, particularly in relation to academic performance, concentration, and mental wellbeing. A quantitative research approach was adopted, and data were collected from 50 college students through a structured questionnaire that explored their patterns of social media usage and its possible effects on their academic and personal lives. The findings show that a large number of students actively use platforms such as Instagram, WhatsApp, YouTube, and Snapchat, spending approximately two to four hours per day on these platforms. While social media offers benefits such as easy access to information, educational content, and communication with peers, excessive usage can lead to distraction, reduced concentration in studies, and psychological concerns such as stress and anxiety. Overall, the study highlights that social media has both positive and negative impacts on students and emphasizes the importance of responsible and balanced usage.

Keywords: *Social Media, Students, Academic Performance, Mental Health, Digital Technology*

1. Introduction

Social media refers to digital platforms that allow people to create, share, and exchange information and ideas through virtual communities and networks. Popular platforms such as Facebook, Instagram, WhatsApp, Snapchat, and YouTube allow users to communicate and interact with others across the world in real time. With the rapid growth of smartphones and internet accessibility, social media usage among students has increased significantly. Recent surveys indicate that nearly 90–95% of students use at least one social media platform and spend approximately two to four hours per day on these platforms. The COVID-19 pandemic further accelerated the use of digital technologies, as education, communication, and many daily activities shifted online. Although social media provides opportunities for learning, collaboration, and access to information, it is often used primarily for entertainment purposes such as watching videos, scrolling through feeds, and chatting with friends. As a result, researchers and educators have raised concerns about how excessive use of social media may influence students' academic performance, concentration, and mental health. Understanding the impact of social media is therefore important. It helps educators, students, and parents recognize both the advantages and the challenges associated with these platforms and encourages the development of healthier digital habits.

Problem Statement

In recent years, the use of social media among students has increased considerably. Excessive usage has become a growing concern because it can lead to reduced concentration on academic activities, sleep disturbances, and decreased productivity. Continuous exposure to social media content may also influence students' thoughts, behavior, and mental wellbeing. Therefore, it is important to examine how social media usage affects students' academic performance and overall lifestyle.

Aim of the Research

The aim of this research is to analyze the impact of social media on students and examine how its usage affects their academic performance, concentration, and mental health. The study also aims to identify both the positive and negative effects of social media on students' daily lives and learning habits.

Objectives of the Study

- To examine how frequently students use social media platforms.
- To identify the most commonly used social media applications among students.
- To analyze the positive role social media can play in learning and communication.
- To evaluate the negative effects of excessive social media usage on students' concentration and academic performance.
- To understand the relationship between social media usage and students' mental and emotional Wellbeing.

2. Methodology

This study used a quantitative research approach to examine the impact of social media on students. A descriptive survey design was used to understand patterns of social media usage and its influence on students' academic and personal lives. The research involved 50 college students from different academic courses and years. Participants were selected using a simple random sampling method to ensure equal opportunity for participation. Data were collected using a structured questionnaire consisting of close ended questions related to social media usage, time spent on different platforms, and its influence on students' study habits and mental health. The questionnaire was distributed to students either online through Google Forms or in printed form. The collected data were analyzed using basic statistical techniques such as percentages and frequency analysis to identify trends and patterns related to social media usage among students.

Discussion

The results of this study indicate that social media plays a significant role in students' daily lives. Most participants reported using platforms such as Instagram, Snapchat, YouTube, Telegram, and WhatsApp on a regular basis. The survey results revealed that many students spend approximately two to four hours per day on social media platforms. The findings also show that the majority of students primarily use social media for entertainment purposes, including watching videos, scrolling through feeds, and interacting with friends. Only a smaller

percentage of students reported using social media regularly for educational purposes such as watching tutorials, accessing study materials, or participating in academic discussions. Another important observation from the survey is that excessive social media usage can negatively affect students' concentration and focus during study time. Many respondents reported that frequent notifications and constant checking of applications can interrupt their study routines and reduce productivity. At the same time, social media also provides certain advantages. When used responsibly, it can support communication, collaboration, and access to educational resources. Students can follow educational channels, participate in online discussions, and stay informed about global events.

3. Conclusion

This study examined the impact of social media on students and explored how it influences their academic performance, concentration, and mental health. The findings show that social media has become an important part of students' daily lives, with most students using these platforms regularly for communication, entertainment, and information sharing. Although social media offers several benefits, including access to educational resources and opportunities for communication and collaboration, excessive usage may negatively affect concentration, academic performance, and mental wellbeing. Therefore, it is important for students to use social media in a balanced and responsible manner. Limiting screen time, prioritizing academic activities, and using social media for educational purposes can help students gain the advantages of these platforms while minimizing their negative effects.

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