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Research Paper

Impact of Social Media on Students' Academic Performance

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ABSTRACT	Manuscript Info.
<p>The widespread availability of the internet and digital devices has increased the use of social media among students. Social media platforms have become important tools for communication, information sharing, and learning. Students use these platforms to access educational content, collaborate with peers, and stay informed about academic developments. However, excessive engagement with social media may interfere with study habits, reduce concentration, and negatively influence academic achievement. This paper examines the effects of social media on students' academic performance, discussing both its educational benefits and potential drawbacks. It also highlights the importance of responsible usage to ensure positive learning outcomes.</p>	<ul style="list-style-type: none"> ✓ ISSN No: 2584-184X ✓ Received: 05-10-2024 ✓ Accepted: 26-11-2024 ✓ Published: 30-12-2024 ✓ MRR:2(12):2024;84-86 ✓ ©2024, All Rights Reserved. ✓ Peer Review Process: Yes ✓ Plagiarism Checked: Yes <p style="text-align: center;">How To Cite</p> <p>Rani S. Impact of social media on students' academic performance. Indian J Mod Res Rev. 2024;2(12):84-86.</p>

KEYWORDS: Social Media, Academic Performance, Digital Learning, Student Engagement, Online Communication.

INTRODUCTION

Technological advancements have transformed the educational landscape, and social media has emerged as a significant part of students' daily lives. Various online platforms provide opportunities for interaction, collaboration, and access to information beyond the traditional classroom setting. Students increasingly rely on social media to communicate with classmates, participate in educational discussions, and obtain study materials.

Although social media offers several academic advantages, its excessive use may create challenges for learners. Many students spend considerable time on social networking sites, which can affect their study schedules and academic focus. Continuous exposure to online content may lead to distraction, reduced productivity, and poor time management. Academic performance reflects the level of success achieved by students in educational activities such as examinations, assignments, projects, and classroom participation. Understanding the relationship between social media use and academic achievement is important because it helps educators, parents, and policymakers guide students toward productive digital practices. This study explores how social media influences academic performance and identifies ways to maximise its benefits while minimising its negative effects.

OBJECTIVES OF THE STUDY

- To examine the role of social media in the educational lives of students.
- To analyse the positive contributions of social media to academic achievement.
- To investigate the negative consequences of excessive social media usage.
- To recommend effective strategies for the responsible use of social media.

Concept of Social Media

Social media refers to internet-based applications and platforms that enable individuals to create, share, and exchange information, ideas, opinions, and multimedia content. Popular platforms such as Facebook, Instagram, WhatsApp, YouTube, Telegram, and X (formerly Twitter) have become widely used among students for both personal and educational purposes.

Positive Effects of Social Media on Academic Performance

1. Access to Learning Resources

Social media provides students with easy access to educational videos, online lectures, research articles, and study materials that support independent learning.

2. Enhanced Communication

Students can communicate quickly with teachers and classmates regarding assignments, examinations, and academic projects.

3. Collaborative Learning Opportunities

Online groups and discussion forums encourage knowledge sharing, teamwork, and peer learning.

4. Development of Digital Competencies

Regular use of social media helps students improve technological skills that are essential in the modern educational environment.

5. Awareness and Information

Students remain informed about educational opportunities, scholarships, webinars, workshops, and current events through social networking platforms.

Negative Effects of Social Media on Academic Performance

1. Academic Distraction

Frequent use of social networking sites may divert students' attention away from studies and reduce learning efficiency.

2. Poor Time Management

Spending excessive time online often limits the time available for academic tasks and preparation.

3. Reduced Concentration

Continuous notifications and online interactions may interrupt students' focus during study sessions.

4. Social Media Dependency

Excessive reliance on social media can develop into addictive behaviour, affecting both academic performance and personal well-being.

5. Sleep-Related Problems

Late-night use of digital devices may disrupt sleep patterns, leading to fatigue and lower classroom performance.

Role of Teachers and Parents

Teachers and parents have an important responsibility in helping students use social media constructively.

Responsibilities of Teachers

- Promote the educational use of digital platforms.
- Guide students in effective time management.
- Educate learners about digital citizenship and online safety.

Responsibilities of Parents

- Monitor children's online activities appropriately.
- Encourage healthy screen-time habits.
- Support a balanced approach to technology use and academic responsibilities.

Recommendations

- Students should prioritise educational content while using social media.
- Daily screen time should be managed effectively.
- Distractions during study hours should be minimised.
- Educational applications and learning communities should be encouraged.
- Schools should organise awareness programs on responsible digital behaviour.

CONCLUSION

Social media has become an influential factor in the educational experiences of students. When used responsibly, it can support learning, communication, collaboration, and skill development. However, excessive and uncontrolled use may negatively affect academic achievement by creating distractions and reducing study time. Therefore, students must develop responsible digital habits, while teachers and parents should provide proper guidance. A balanced approach to social media usage can help students benefit from technology without compromising their academic success.

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