



The Impact of Social Media on Study Habits Among University Students

Resmi Das Baniya

Haaga-Helia University of Applied Sciences

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Author(s) Resmi Das Baniya
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<p>Social media has become a big part of university student life in recent years. Most students use sites like Instagram, Facebook, TikTok, and Twitter to talk with friends, share information about events and news, and access academic content. While social media has some benefits, such as helping with learning, it is also a major distraction.</p> <p>This research looks at how social media affects students' study habits, especially their focus, time management, and productivity with classwork. A questionnaire was given to university students to understand their social media use and how it impacts their studies. The results show that although some students use social media in helpful ways, like joining study groups or finding useful materials, many face problems. Most students said using social media too much leads to procrastination, poor time management, and difficulty focusing on school tasks. Some also said it's hard to balance study time with time spent on social media, which affects their academic performance. The study also explores whether there is a link between time spent on social media and students' grades. A few students benefit from using social media in a controlled way, but many who overuse it reported lower marks.</p> <p>The research ends with suggestions for students, teachers, and parents on how to manage social media use in a better way. It encourages students to use social media in small amounts, so it supports their learning instead of becoming a problem. By setting limits and using it only when needed, students can stay focused on their studies and avoid wasting time. With better time management and strong focus, they can enjoy the good parts of social media, like learning tips or group discussions, without letting it hurt their education. This balance can help students do better in school and feel less stressed.</p>
Key words : Social Media, Study Habits, University Students, Academic Performance, Time Management

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1. Introduction

1.1 Background Information

The Internet has long been employed to bring people together, but it was the emergence of Web 2.0 in the early 2000s that enabled social interaction on the Internet to become easier and more sophisticated. Day by day It also became more affordable to store data online during this time, enabling the masses to utilize websites where they could contribute and disseminate their own material.

Social media today is a significant aspect of day-to-day life, particularly among university students. Social media sites such as Instagram, Facebook, TikTok, Twitter, and Snapchat give students a platform to interact, share information, and even learn. Students use social media to keep in touch with their friends, form online study groups, and even find learning materials. Social media is not necessarily useful. Social media can also act as a source of distraction because its so time consuming and it catches interest so quickly, thus making it difficult for students to concentrate on studying.

Most students nowadays spend a lot of hours daily on social media. A few of them use it for educational purposes, like watching educational videos, doing homework, learning new things, and sharing notes. While others use it for entertainment purposes only, which detracts from study time. That is why social media has both positive and negative impacts on students' performances in school.

Numerous researchers have tried to examine the effects of social media on students, yet numerous questions remain unanswered. Some research indicates that social media assists students in learning, while other research indicates that overuse causes procrastination and poor grades. The objective of this research is to determine how university students utilize social media, how it influences their study habits, and whether it has a positive or negative influence on their performance.

1.2 Objectives of the Study

The primary aim of this study is to investigate the impact of social media use on university students' study habits and academic performance. The research will try to find out the amount of time students spend on social media, how they use it, and if it assists or distracts them when studying. The study will also endeavour to find out if there is a connection between social media use and students' academic performance. The study will look at whether students who use more social media have trouble focusing, time management, and completing assignments as required. The study will also look at if social media can be used in a way that supports learning.

1.3 Limitations of the Study

This study aims to provide valuable insights, there are some limitations. First, the research is based on a survey, which means the results depend on how honestly students answer the questions. Some students may not accurately report their social media use, which could affect the findings.

This study is only for students. The study will not look at every single social media platform in detail. Instead, it will focus on the most popular platforms used by university students. Because of these limitations, the results should be interpreted carefully.

1.4 Research Questions

To better understand the effects of social media on university students' study habits, this research will answer the following questions:

1. How much time do university students spend on social media daily?
2. What are the most commonly used social media platforms among students?
3. How does social media affect students' ability to focus on studying?
4. Does social media use impact time management and academic performance?
5. Can social media be used in a way that helps students with their studies?
6. What strategies can students use to balance social media use and academic responsibilities?

These questions will help explore both the positive and negative effects of social media on students' learning and provide useful recommendations.

1.5 Structure of the Thesis

This thesis is divided into five main chapters:

Chapter 1: Introduction – This chapter explains the background, purpose, research questions, and structure of the study.

Chapter 2: Literature Review – This chapter discusses previous studies on social media use among students. It examines both the benefits and challenges of social media in education.

Chapter 3: Methodology – This chapter describes how the research was conducted, including survey design, data collection, and analysis methods.

Chapter 4: Findings and Discussion – This chapter presents the results of the study, explains what they mean, and discusses their implications.

Chapter 5: Conclusion and Recommendations – This chapter summarizes the findings, discusses limitations, and provides recommendations for students, educators, and future research.

This structure ensures a logical flow, making it easier to understand the impact of social media on university students' study habits.

1.6 Methodology

This study will use a survey to collect information from university students about their social media habits. The survey will include questions about:

How often students use social media.

Which platforms they use the most.

Whether social media helps or distracts them from studying.

How social media affects their focus, time management, and academic performance.

The data collected from the survey will be analyzed to find patterns and relationships between social media use and study habits. The study will only include university students, and all responses will be anonymous to protect privacy.

The results of this study will help students, teachers, and universities better understand how social media influences academic performance. The goal is to find ways for students to use social media wisely, so it supports their learning instead of harming it.

1.7 Significance of the Study

This study is significant since social media is such a large part of students' lives today. A lot of students have difficulty balancing social media use for entertainment and paying attention to their school studies. This study will offer practical insight into how students can better balance social media use.

The results will be beneficial for:

Students – Informing them about the impact of social media on their studies and how they can utilize it in a more positive manner.

Teachers and Universities – Informing them about how to assist students in coping with distractions.

Parents – Helping them guide their children toward using the social media responsibly.

Future Researchers – Providing a foundation for future research on social media and education.

Through the knowledge of social media's effect on student life, students are able to cultivate positive study habits and perform better academically.

2. Literature Review

2.1 Introduction

Nowadays social media is a big part of university students' lives. Many students use social media every day for different reasons some for learning, some for fun, and some just to stay connected with friends. While social media can be useful for studying, it can also be a major distraction.

This chapter looks at past research on social media use among university students. It will discuss how students use social media, the good and bad effects on study habits, and how it impacts their academic performance. It will also look at some theories that help explain how social media affects learning and identify areas where more research is needed.

2.2 Social Media Usage Among University Students

Many studies have explored how university students use social media. Research shows that almost all students today use platforms like Instagram, TikTok, Facebook, and Twitter. Some use these platforms to join study groups, watch educational videos, and connect with classmates. Others use them mainly for entertainment, which can sometimes lead to distractions.

Social media platforms enable people to create and share content instantly, often through interactive, internet-based tools (Kaplan & Haenlein, 2010). Platforms such as Facebook, WhatsApp, and YouTube have become central to how students communicate and access information. Boyd & Ellison (2017) emphasize that social networking services help individuals build and navigate social connections, which increasingly intersect with educational activities.

Studies cited by Chukwuemerie et al. (2024) show that social media promotes active learning, collaboration, and critical thinking. By implementing strategies for responsible use, students can harness the benefits of social media to enhance their learning experiences while mitigating potential drawbacks. Ultimately, fostering digital literacy and time management skills will enable students to navigate the digital landscape effectively, promoting academic success Tess (2013) and Manca & Ranieri (2016) found that platforms support group projects and resource sharing, improving academic engagement. Similarly, YouTube, Khan Academy, and LinkedIn offer academic tutorials and professional development tools.

However, concerns persist. Kirschner & Karpinski (2010) found that frequent social media use, particularly Facebook, correlates with lower GPAs due to distraction and procrastination. Junco & Cotten (2012) and Levenson et al. (2016) linked social media overuse to cognitive overload, reduced information retention, and sleep disruption, all negatively affecting academic performance.

Prior studies suggest that heavy social media use may lead to mental health challenges, such as stress and anxiety, which in turn may hinder academic performance. Despite these drawbacks, the literature suggests that with regulated use and digital literacy training, students can harness the benefits while minimizing risks (Greenhow & Lewin, 2016).

Mihret, G., & Joshi, J. (2024) students who spent between 5 to 6 hours per day on social media exhibited better academic performance compared to their peers Social media can help students improve their grades if used for learning. students who utilized social media during their spare time tended to perform better academically than those who did not. Additionally, students who used WhatsApp for academic purposes had superior academic outcomes compared to those who did not. Moreover, the study found that students who engaged with social media for educational purposes had higher academic performance than those who used it for non-academic reasons.

According to a Pew Research Center survey (Auxier & Anderson, 2021), YouTube and Facebook were the most widely used platforms in the U.S., particularly among younger adults. Research Center survey found that YouTube (81%) and Facebook (69%) remain the most widely used social media platforms in the U.S. Among younger adults (18-29), Instagram (71%), Snapchat (65%), and TikTok (50%) are especially popular, highlighting generational differences in platform preferences (Auxier & Anderson, 2021). While YouTube has seen significant growth since 2019, other platforms like Instagram and Twitter have shown little change. These trends are important for understanding how social media tools can support collaborative learning in educational settings, particularly among younger students who are more likely to use platforms like Instagram and TikTok.

Social Media Use in 2021 A majority of Americans say they use YouTube and Facebook, while use of Instagram, Snapchat and TikTok is especially common among adults under 30 By Auxier and Monika Anderson.

2.3 Academic Performance

The influence of social media on students' academic performance is widely debated. Some studies suggest that moderate use may foster academic collaboration and engagement, while excessive use leads to distraction and decreased performance.

Al-Rahmi and Othman (2013) highlighted that peer and teacher interaction via social media, along with student engagement, are critical for enhancing learning outcomes, interactivity with peers, interactivity with teachers, and engagement. While social media enhances academic experiences, it requires careful time management to avoid negative impacts on performance. Future research should

explore additional factors, consider demographic variables, and involve larger samples to further understand the role of collaborative learning in higher education.

Wang, Qingya; Chen, Wei; and Liang, Yu (year) suggested, this research did not take into account the psychological state of students, which may influence their motivations for using social media. Their study indicated that most college students prefer to use social media and spend significant time on these platforms, which can affect their efficiency and academic performance. Therefore, educators should be concerned about these issues and work towards finding effective solutions. Although framed within an academic context, the concepts discussed can be applied to various settings, such as home, workplaces, and among different audiences, including teenagers, young adults, the elderly, and families.

2.4 Mental Health and Well-being

Mental health concerns are among the most significant issues linked to social media usage among adolescents. Studies have highlighted links between excessive screen time and conditions like anxiety, depression, and sleep disorders.

A recent study has already found that excessive time spent on social media leads to depression. (Igor pantic, 2012). There is an association between time spent on social media and the number of social networking sites. Day by day consumption of media negatively affects the children, preteens, and adolescents by making them increasingly inclined to depression, anxiety, and other mental issues, just as making them progressively defenseless to future medical issues.

If you use less social media, you are actually less depressed and less lonely, meaning that the decreased social media use is what causes that qualitative shift in your well being,II (Jordyn Young, 2018) The more usage of social media, number of social networking sites and too much of time spent on social networking sites is affecting the students mental health such as depression and anxiety.

2.5 School Engagement and Burnout

Teenagers' involvement with digital activities, like social media and gaming, has a strong influence on their school life, including how well they do in class and how they feel about school overall. Research has shown different results about how digital media affects academic life. In general, playing digital games too much is connected to lower school performance (Ferguson, 2015). On the other hand, social media can have both helpful and harmful effects on schoolwork, depending on how it is used. For example, it might be distracting or stressful, but it can also be useful for staying connected or finding information (Appel, Marker, & Gnams, 2019; Orben, 2020).

Studies suggest that the relationship between digital media use and academic success is quite complicated. The effects might not only go in one direction—students' academic situation might affect their digital habits, and digital habits might also influence their academic situation (Coyne, Rogers, Zurcher, Stockdale, & Booth, 2020; Stavrova & Jenissen, 2020). In some cases, spending too much time on digital activities can reduce a student's mental energy, making them feel tired or stressed out, which can hurt their school performance (Salmela-Aro, Kiuru, Leskinen, & Nurmi, 2009). But in other cases, digital engagement can help schoolwork by offering support through online learning or peer communication, which can help students feel more motivated and informed (Hietajärvi, Lonka, Hakkarainen, Alho, & Salmela-Aro, 2020).

2.6 Policy and Parental Concerns

a study by Kerr, B., D'Angelo, J., Diaz-Caballero, A., & Moreno, M. A. (2020) explored the effects of parent-child digital communication on PIU risk among college students. Their findings suggest that frequent phone calls, text messages, and Facebook interactions with parents did not directly influence PIU risk. However, a unique finding was that having a parent as a Facebook friend was associated with a decreased risk of PIU, possibly by promoting healthy internet usage behaviors. This indicates that digital connections between parents and children may play a protective role in mitigating PIU among college students.

Throuvala, M. A., Griffiths, M. D., Rennoldson, M., & Kuss, D. J. (2021) Social media significantly influences adolescent psychosocial development, with positive family communication acting as a protective factor against issues like gaming addiction and excessive screen use. However, many parents struggle with digital parenting due to unclear guidelines and limited experience. The study highlights the need for media education, with parents prioritizing the prevention of negative social media and gaming impacts. A systemic approach involving parents, adolescents, schools, and public policy is essential for promoting responsible digital citizenship and addressing screen time problems.

3. DATA COLLECTION AND ANALYSIS

This section explains how the data was collected, who participated in the study, and how the results were analyzed. The study was conducted to understand how students use social media and whether it affects their academic performance.

3.1 Survey Design and Distribution

To collect information for this study, an online survey was conducted. The survey was designed using Google Forms and was shared with students through email and social media platforms. This method was chosen because it is easy, fast, and accessible, allowing students to participate from anywhere.

A total of 22 students took part in the survey. They were from different academic backgrounds and were studying in various years of their degree programs. The survey contained both multiple-choice questions and open-ended questions to get a mix of statistical data and personal opinions.

The purpose of the survey was to understand:

1. How much time students spend on social media daily.
2. Which social media platforms they use the most.
3. Whether they use social media for studying.
4. How social media affects their concentration and academic performance.
5. Basic Information About Participants

The first part of the survey collected basic details about the students. This included age, gender, year of study, and field of study. These details helped in understanding how different groups of students use social media.

3.2 Demographics of Respondents

1. Age Distribution:

18-20 years: (22.7%)

21-23 years: (9.1%)

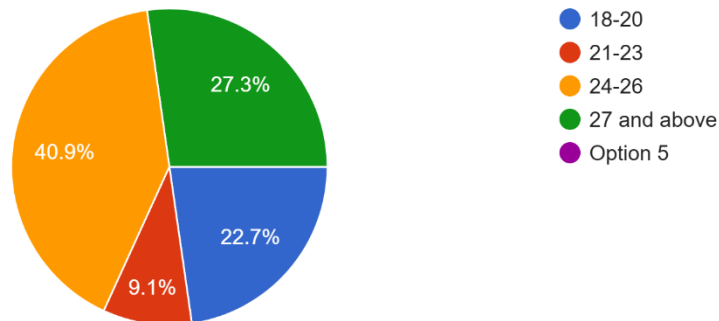
24-26 years: (40.9%)

27 years and above: (27.3%)

The majority of students (40.9%) were aged 24-26 years, followed by those aged 21-23 years (27.3%).

Age

22 responses



2. Gender Breakdown:

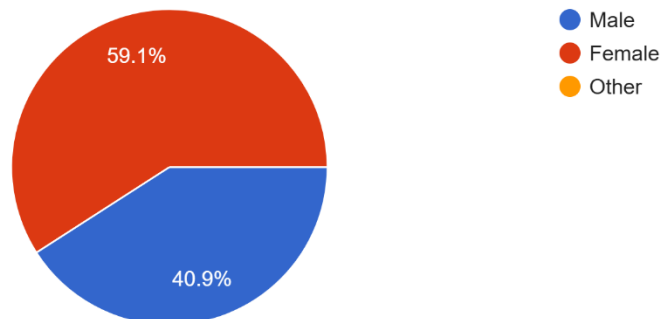
Male:(40.9%)

Female:(59.1%)

The survey had more female participants than male participants.

Gender

22 responses



3. Year of Study:

1st Year: (54.5%)

2nd Year: (22.7%)

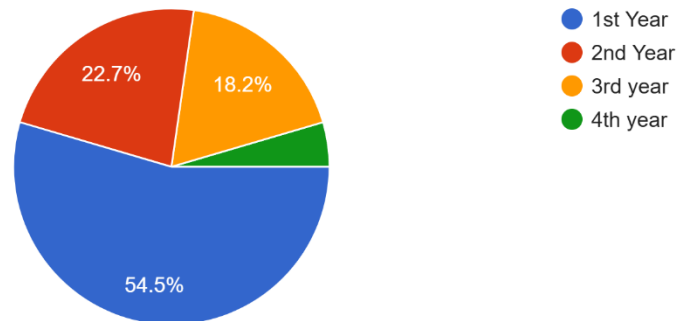
3rd Year: (18.2%)

4th Year: (4.5%)

Most of the participants (54.5%) were in their 1st year of study.

Year Level in University

22 responses



4. Field of Study:

The students came from different academic fields, including:

Information Technology (IT)

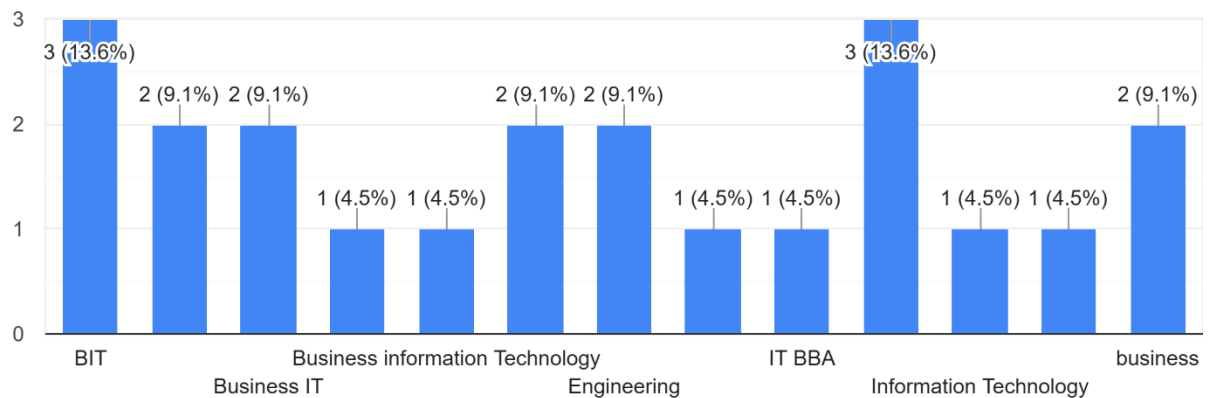
Business Administration

Engineering

This variety helped in understanding whether students from different fields use social media differently.

Field of Study (e.g., Business, Engineering, Arts, etc.)

22 responses



Social Media Usage Patterns

The next section of the survey focused on how often students use social media and what they use it for.

5. Daily Social Media Usage:

1-2 hours: (18.2%)

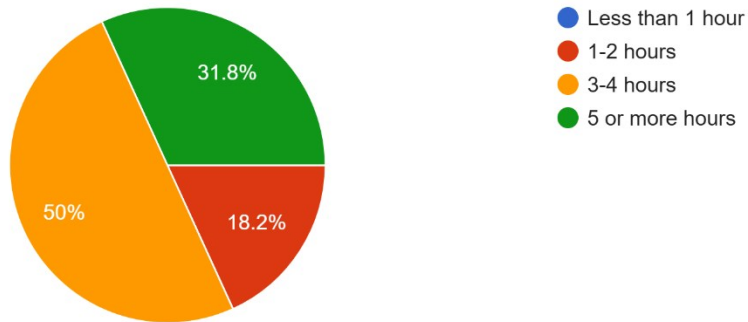
3-4 hours: 11 students (50%)

5+ hours: 7 students (31.8%)

Half of the students (50%) use social media for 3-4 hours daily, while about 31.8% use it for more than 5 hours daily.

How many hours do you spend on social media per day?

22 responses



6. Most Popular Social Media Platforms:

Students were asked which social media apps they use the most. The results showed:

Instagram: 77.3%

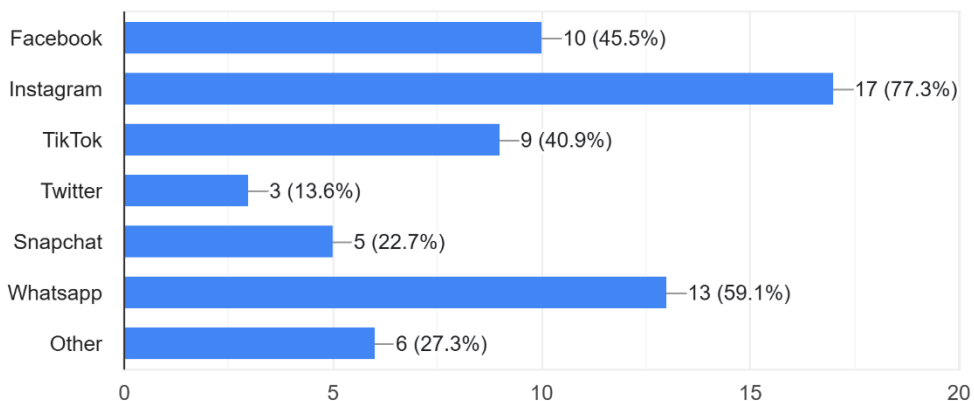
WhatsApp: 59.1%

Facebook: 45.5%

Instagram was the most commonly used platform, followed by WhatsApp and Facebook.

Which social media platforms do you use most frequently? (Select all that apply)

22 responses



7. Main Reasons for Using Social Media:

For studying (academic purposes): 13.6%

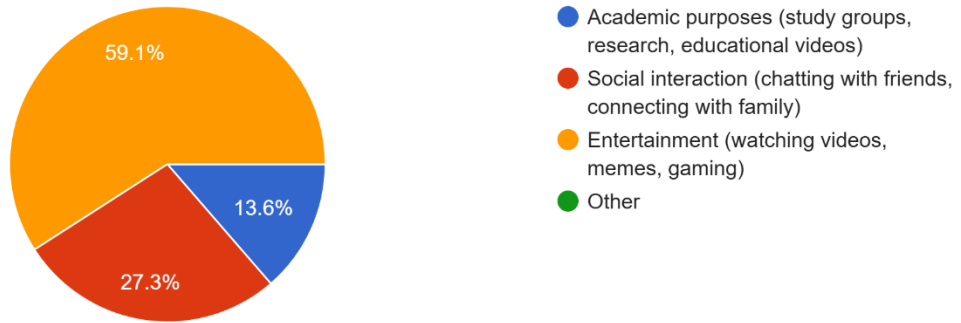
For social interaction (chatting with friends/family): 27.3%

For entertainment (watching videos, playing games, etc.): 59.1%

Most students use social media for watching videos and playing games, with only 13.6% using it primarily for academic purposes.

What is your primary purpose for using social media?

22 responses



Social Media and Study Habits

Students were also asked about their study habits and whether social media affects their concentration.

8. Do You Check Social Media While Studying?

Always: (22.7%)

Often: (27.3%)

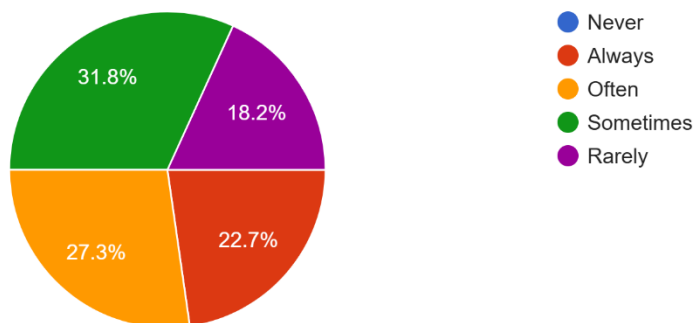
Sometimes: (31.8%)

Rarely: (18.2%)

Most students (31.8%) admitted that they check social media at least sometimes while studying.

How often do you check social media while studying?

22 responses



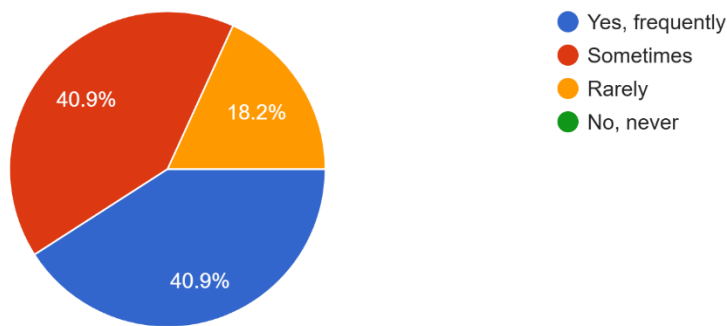
9. Do You Use Social Media for Studying?

Frequently: (40.9%)
 Sometimes: (40.9%)
 Rarely: (18.2%)
 Never: (0%)

A significant number of students (81.8%) use social media for academic purposes at least some-times.

Do you use social media to help with your studies (e.g., watching educational content, joining study groups)?

22 responses



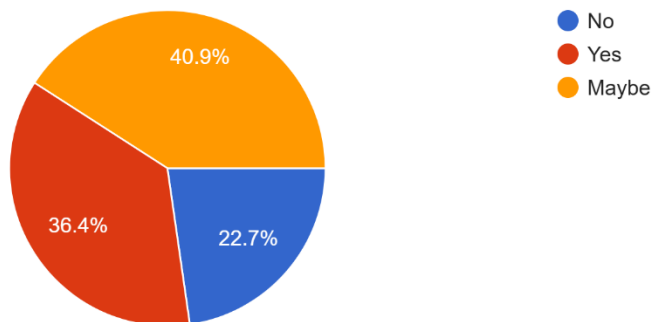
10. Does Social Media Distract You from Studying?

Yes: (36.4%)
 Maybe: (40.9%)
 No: (22.7%)

While 36.4% said that social media definitely distracts them, 40.9% were unsure.

Do you feel that social media distracts you from your studies?

22 responses



11. How Do You Manage Social Media Usage While Studying?

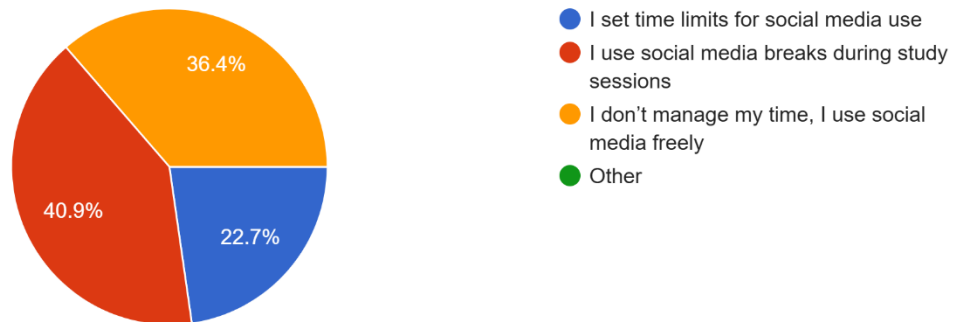
Taking short social media breaks while studying: 40.9%

Setting a time limit for social media use: 22.7%

Not managing social media time at all: 36.4%

How do you manage your time between social media and studying?

22 responses



A large number of students Taking short social media breaks while studying.

Social Media and Academic Performance

Students were asked to rate how much social media affects their academic performance on a scale of 1 to 5 (1 = No effect, 5 = Strong negative effect).

1 (No effect): 0 students (0%)

2 (Minimal effect): 5 students (22.7%)

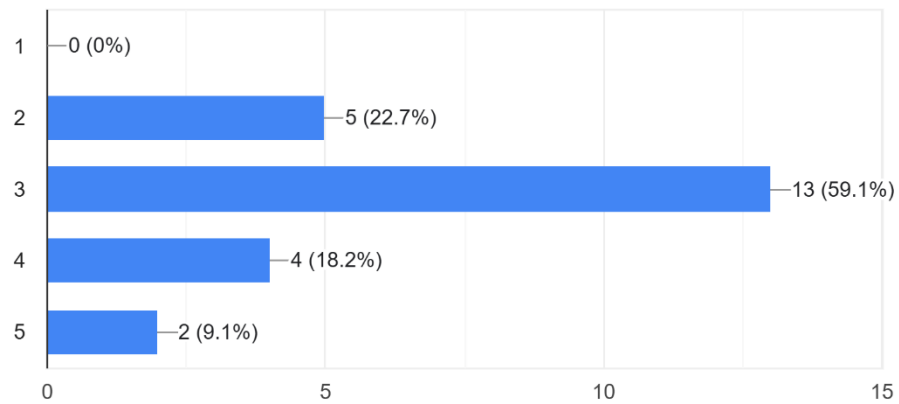
3 (Moderate effect): 13 students (59.1%)

4 (Significant effect): 4 students (18.2%)

5 (Strong negative effect): 2 students (9.1%)

On a scale of 1-5, how much does social media affect your academic performance?

22 responses



Most students (59.1%) believed that social media moderately affects their academic performance.

Postponing or Skipping Academic Tasks Due to Social Media

The survey sought to determine whether students delay or avoid academic work because of social media distractions:

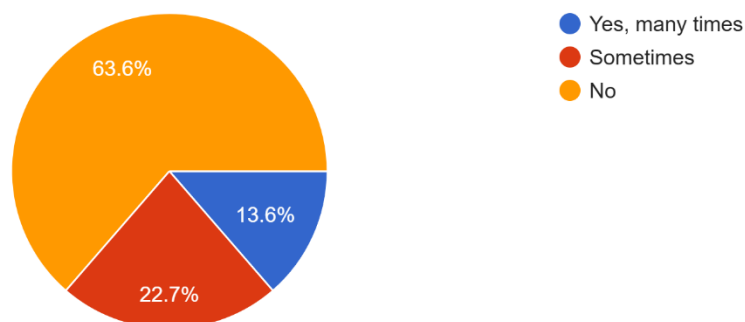
13.6% admitted to postponing or skipping academic tasks many times, highlighting a strong impact of social media on their ability to complete schoolwork.

22.7% said they sometimes postponed tasks, indicating that while they might not always be affected, social media still occasionally hinders their academic responsibilities.

63.6% reported that social media did not interfere with their academic work, suggesting they have effective time management skills or prioritize their studies over social media.

Have you ever postponed or skipped an academic task because of social media?

22 responses



This data implies that for the majority of students, 63.6% reported that social media did not interfere with their academic work, suggesting they have effective time management skills or prioritize their studies over social media.

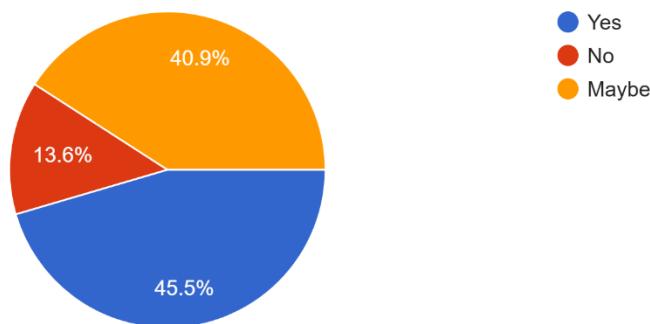
Perceived Effect of Limiting Social Media on Academic Performance

When asked whether reducing social media usage would improve their academic performance:

- 45.5% believed that limiting social media would lead to better academic outcomes.
- 13.6% felt that limiting social media would not make a difference, possibly indicating that they already use it responsibly or do not find it interfering with their studies.
- 40.9% were unsure, suggesting that they recognize potential distractions but are uncertain about the overall impact.

Do you think limiting social media use would improve your academic performance?

22 responses



The mixed responses suggest that while many students acknowledge social media as a possible distraction, some still view it as a neutral or even beneficial tool in their academic journey.

Ways in Which Social Media Helps with Studies

Despite its distractions, students highlighted several ways in which social media positively contributes to their academic experience:

YouTube tutorials and educational videos were mentioned multiple times as a useful learning resource.

Access to research material, academic discussions, and informative content was cited as a benefit. Some students noted that social media helps them connect with peers for academic support, study groups, and sharing valuable insights.

A few responses acknowledged that social media can be beneficial only when used with limitations, suggesting that the key to its effectiveness lies in self-discipline.

These responses indicate that social media, when used wisely, can serve as an academic aid by providing access to educational content and peer support.

Responses

Video Tutorial, hints relating to my study and also share valuable insight

Not much

I think YouTube helps me a lot in my studies.

Have enough time

Social Media could be useful if we could set limits to the unuseful content and use it for academic purpose.

research, educational contents,

It helps me to build the stronger communities and support system.

YouTube tutorial videos

Educational videos

I generally spend time in finding events or workshop

I don't think so

I can find informative content through social media.

It helps with my studies as it contains many beneficial learning tutorials

Reaching out a friend

it helps me to keep updated with news

In many ways like getting help from friends through social media, searching up answers etc

Only if I search only educational videos, I have found YouTube particularly helpful

By watching informative videos from YouTube or other platforms

From YouTube, we can see and know about many things.

Whenever I don't understand something I can search that subject content to improve my thought .

Social media helps studies by providing access to educational resources, connecting with experts, joining study groups, staying updated on academic trends, and enhancing learning through interactive content.

Challenges Faced When Using Social Media While Studying

While social media offers academic benefits, students also reported several challenges:

Distractions and loss of focus were the most common concerns, with students noting that social media platforms especially those with short-form content like reels make it difficult to concentrate.

Addiction and time wastage were also major issues, with students mentioning that they often spend more time than intended scrolling through content.

Frequent pop-up ads and notifications were cited as additional sources of distraction.

Interestingly, a small percentage of students reported not facing any challenges, indicating that they have effective self-control or use social media in a structured way.

What challenges do you face when using social media while studying?

22 responses



These findings highlight the need for students to implement strategies to minimize distractions and optimize their social media usage for educational purposes.

Strategies for Balancing Social Media and Academic Responsibilities

Students suggested various strategies to manage their social media usage effectively while studying:

- Setting time limits for social media use to prevent excessive scrolling.

- Practicing self-control by being mindful of their screen time and avoiding unnecessary distractions.

- Scheduling social media breaks during study sessions to ensure focused learning while still allowing relaxation.

- Turning off notifications while studying to minimize distractions.

- Creating a structured study-social media schedule, ensuring that academic work takes priority over social media engagement.

These strategies emphasize the importance of self-discipline and time management in ensuring that social media does not interfere with academic responsibilities.

Responses

- Use it only during your free time or allotted time that doesn't clash with study time

- Self control is the key

- Use social media sparingly while studying and setting time limit and gaps between the social media and studies.

- Having less time in social media.

- In my opinion we should limit the excessive use of social media specially during studies.

- set time limits, stay in no phone limits,

- create the social media schedule.

Limiting the social media screen time

Using limit social media

If one has less control of himself then they must prepare a plan of using it and obey that strictly

Set time line for academic work

Time management

Delegation of time or making routine of doing tasks

Time out

by making a daily routine

By limiting time to use social media and to study

Committed time restrictions, searching useful videos, turning off recommendations and history and shorts

well I think by making some kinda routine like when to use, what to use and how much to use.

Social media is good when you want to know about any things. It help yo know about history and very day update also. So, if you had finished your study time then you can use social media.

We should be discipline and make the limitations of time using social media

Students can balance social media and academic responsibilities by setting time limits, using productivity apps, following educational pages, scheduling study breaks, and disabling notifications during study sessions.

3.3 Data Analysis and Interpretation

The data collected through the surveys was then examined using thematic analysis, which revealed dominant trends of social media usage among students and its influence on study habits. Most of the participants were from Business and IT, but some participants were from other fields. Most of the participants were 24 to 26 years old, which is consistent with the average age of university students.

The study showed that the majority of the students spend a great deal of time on social media, usually for personal, social, and academic purposes. The students indicated spending an average of 3 to 4 hours daily on platforms like Instagram, WhatsApp, and Facebook. The platforms are used for keeping up with friends, engaging in social groups, and following up on current news. Other students also make use of social media to learn, such as by following learning accounts or watching tutorials on YouTube. The use of social media, however, blurs learning and entertainment activities, with students getting distracted consistently. Students reported checking the notifications or browsing through posts during study sessions, which decreases study efficiency. Some students intentionally tried to limit their use of social media during study sessions by setting time limits or programs to block usage. However, others admitted they had difficulty with it to manage time for study.

This implies that students need a more professional approach towards utilizing social media. Useful as a learning tool, it also presents hindrances to focus. Students must develop methods for managing the utilization of social media in order to minimize its negative impact on learning work to a minimum.

4. FINDINGS AND DISCUSSION

4.1 Key Findings

This is the way social media affects the study behavior of students. These are the main findings:

Students use social media frequently: The majority of students spend a lot of time on social media platforms like Instagram, WhatsApp, and Facebook. They use it in their leisure time as well as for learning materials or doing homeworks also for entertainment. However, some of them also keep checking while studying, which distracts them and makes it even harder to focus on studies.

Social media helps and distracts: Social media helps when students use it for academic purposes, e.g., viewing education videos or being members of study groups connects with family and friends. But it distracts and harm them when they use it to communicate or view posts while studying.

Distractions and wastage of time: The majority of students indicated that social media distractions prevent them from accomplishing work in time. They waste time and also lag behind in their work.

Attempts to restrict the usage of social media: A few students try controlling their usage of social media by applying limitations or on employing apps blocking social media while studying. Nevertheless, most students find it difficult to uphold these limitations and cant set any limit to use.

Effect on grades: While some students feel that much social media harms their grades, others are not sure or aware of whether or not it affects their performance in school while studying.

These findings show that social media can be both helpful and harmful for students. It can help with learning by making it easier to find information and talk with others about schoolwork. But if students spend too much time on social media or get distracted by it, their studies can suffer. So, social media is useful, but it should be used carefully and needs to set time limits while studying.

4.2 Implications for Students and Educators

For Students:

Learn how to manage time:

Students need to learn how to manage their time more efficiently. This means learning when to study and when to use social media.

Create boundaries: Students can assist themselves by creating time boundaries around the use of social media or turning off notifications during study. Creating a quiet space to study, away from social media, can also aid in focus.

For Teachers:

Use social media for learning: Teachers can help students utilize social media positively, e.g., for group work or research sources.

Teach time management: Teachers can also teach balancing study time and social media time. Giving advice on how to remain focused can be helpful to students.

Teach digital skills: Schools need to teach students how to use social media wisely, responsibly.

Understanding how social media affects students, both students and teachers can work together to find better ways of using it in learning.

5. CONCLUSIONS

5.1 Summary of the findings

This study explored the influence of social media on the study habits of students. The results reveal that social media is both helpful and distracting. Although students utilize it for academic purposes, including watching tutorials or being in study groups, it also causes distractions, making it hard to focus on schoolwork.

Students struggle to control their use of social media, which generally leads to procrastination and wasted time. Some try to set boundaries, but not everyone is successful. This only goes to show the need for better ways to balance social media and study time.

Teachers can assist by educating students on how to use social media appropriately for educational purposes and offering time management tips. By controlling their social media usage, students are able to concentrate more, be more productive, and realize improved academic performance. In general, social media can be used to learn but needs to be appropriately utilized so as not to get distracted. Both students and teachers need to collaborate in order to make it a useful tool for teaching.

5.2 Suggestions for Future Research

In the future, researchers can study how students use social media over a longer time. This can help them understand how changes in social media habits affect students' schoolwork. Most studies today only look at short-term effects, but long-term studies could show more clearly how social media changes learning over time. It would also be useful to study how social media affects students in different subjects. For example, students in IT, business, or engineering may be affected in different ways because their studies are not the same. Research like this can help teachers and schools give better advice to different types of students.

Another idea for future research is to look at how social media affects students' mental health. Some students may feel stressed, tired, or have trouble sleeping because of too much time online. This can hurt their learning and school performance. Researchers can also look at tools that help students stay focused, like apps that block distracting websites or limit screen time. It would be helpful to know if these tools really make a difference in helping students stay on task. Overall, more research in these areas will help schools guide students to use social media in better, more helpful ways for learning.

5.3 Personal Reflection on the Thesis Process

Working on this thesis was both a learning experience and a personal challenge. One of the most difficult parts was as a international student convincing students to take part in the survey. Many of them were unsure or not interested at first, and I had to explain the purpose of the research clearly and respectfully. With effort and patience, I was able to gather enough responses. This helped me improve my communication skills and taught me how to stay focused even when things didn't go as planned.

Reading the responses from different students gave me a new perspective. I began to understand how social media affects students in different ways, both positively and negatively. This helped me see the topic from other people's points of view, not just my own. Overall, this thesis helped me grow in many ways I learned how to do proper research, manage time, solve problems, and stay determined. Most importantly, I gained confidence in my ability to complete a big academic task on my own.

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Appendices : Survey Questionnaire

How many hours do you spend on social media per day?

Which social media platforms do you use most frequently?

What is your primary purpose for using social media?

How often do you check social media while studying?

Do you use social media to help with your studies (e.g., watching educational content, joining study groups)?

Do you feel that social media distracts you from your studies?

On a scale of 1-5, how much does social media affect your academic performance?

How do you manage your time between social media and studying?

Have you ever postponed or skipped an academic task because of social media?

Do you think limiting social media use would improve your academic performance?

In what ways do you think social media helps your studies?

What challenges do you face when using social media while studying?

What strategies do you think students can use to balance social media and academic responsibilities?