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THE IMPACT OF SOCIAL MEDIA ON STUDENTS’ ACADEMIC PERFORMANCE

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Annotation: *This study explores the impact of social media on students’ academic performance, examining both its positive and negative effects. Social media platforms provide students with opportunities for collaboration, access to educational resources, and improved communication with peers and teachers. However, excessive use of these platforms can lead to distractions, reduced concentration, and poor time management, which may negatively affect academic outcomes. The research highlights the importance of balanced usage and self-regulation to maximize the benefits of social media while minimizing its drawbacks. The findings suggest that when used appropriately, social media can serve as an effective educational tool that enhances learning experiences and academic success.*

Keywords: *social media, academic performance, students, education, online learning, distraction, time management, digital communication, learning outcomes*

INTRODUCTION

The internet has become an essential part of modern life. It is used throughout the day in various places such as homes, cities, offices, hotels, kitchens, and even cars. People rely on it for many everyday activities, including business, education, sports, communication, entertainment, shopping, and media consumption. In particular, social media platforms like Instagram, WhatsApp, Facebook, and YouTube play a major role in these activities. Without the internet, daily life would be significantly more difficult.

Social media, as a form of modern technology, includes various online platforms that allow individuals to connect with others across different locations in real time. It helps people save time and communicate over long distances. Since its emergence, social media has been widely used to build relationships and share information. It offers diverse content options such as music, books, photos, and videos, allowing users to engage based on their interests. As a result, social media has made life more convenient and accessible.

Communication methods have evolved significantly, and social media has become a key means of expression in the 21st century. It enables individuals to share their ideas, beliefs, and perspectives in new and innovative ways, differing greatly from traditional forms of communication. In many countries, the internet has transformed not only how people communicate but also how they work and live.

With the rise of platforms like Twitter and Facebook, social media has also become an important source of news and information. Students, in particular, benefit from the internet by using it to organize their activities, conduct research, complete academic projects, follow online courses, and access a wide range of information. They can communicate with

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teachers and peers anytime and anywhere, which represents a major shift from past educational practices. Social media allows users to share multimedia content easily and enables individuals, organizations, and governments to reach large audiences quickly.

When considered carefully, social media can be seen as a valuable educational resource that contributes to knowledge development. Being active on social media often exposes users to new information, either directly or indirectly. Today, social media plays an important role not only in education but also in the economy, culture, and global communication. It allows people to connect across borders, share ideas, and engage in activities such as studying, working, and conducting business internationally.

However, some studies suggest that social media can negatively affect students' academic performance. Many students spend excessive time on these platforms instead of focusing on their studies and future careers. Despite this, research also shows that internet use can benefit education by providing access to diverse information sources and enabling collaboration and knowledge sharing. Educational materials can be distributed and updated easily, making learning more efficient.

Social media is widely used among higher education students as a communication tool with friends, family, classmates, and teachers. It also supports collaborative learning and can motivate students to improve their academic performance. Students typically access social media through computers or smartphones using web-based platforms or applications.

Overall, social media has significantly changed communication patterns and has a strong influence on students' academic lives. Educational institutions increasingly use these platforms to promote critical thinking, collaboration, and knowledge sharing. While social media helps students stay connected and informed, it can also lead to time wastage and even addiction if not used responsibly.

Although social media is sometimes viewed negatively, it also contributes to the development of knowledge and social skills. Its impact depends largely on how students use it. Some research indicates that excessive use may lead to poorer academic performance, as students become more focused on social interactions than their studies. Therefore, it is important for students to prioritize their education.

At the same time, social media helps students build social connections, find new friends, and access useful information related to their daily lives and studies. It can support academic discussions and problem-solving. Therefore, while social media is beneficial for students' success, it should be used responsibly.

A study conducted among university students using a quantitative survey method found that social media has both positive and negative effects on academic performance. The results showed that many students use social media for academic purposes, such as communicating with classmates and teachers, completing assignments, and better understanding course materials. As a result, social media can enhance academic performance when used effectively.

The study also revealed that students often balance their time between studying and using social media, and many use these platforms specifically for educational tasks. Popular

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platforms like WhatsApp and Instagram were identified as particularly useful. Students reported that social media helps them complete assignments on time, especially as many academic tasks are now conducted online.

CONCLUSION

In conclusion, social media has become an integral part of students’ lives and plays a significant role in shaping their academic performance. It offers numerous advantages, such as easy access to information, opportunities for collaborative learning, and improved communication between students and teachers. These benefits can enhance students’ understanding of academic materials and support their overall learning experience.

However, the impact of social media is not entirely positive. Excessive use can lead to distractions, poor time management, and reduced focus on studies, which may negatively affect academic outcomes. Many students tend to spend more time on entertainment and social interaction rather than educational activities, which can hinder their academic success.

Therefore, the key factor is how students use social media. When used responsibly and for academic purposes, it can be a powerful educational tool that improves performance and encourages active learning. On the other hand, uncontrolled and excessive use can be harmful. It is essential for students to maintain a balance between social media usage and their academic responsibilities. Educational institutions and teachers should also guide students on how to use these platforms effectively for learning.

Overall, social media has both positive and negative effects on students’ academic performance, but with proper management and awareness, its benefits can outweigh its disadvantages.

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