



# USES OF SOCIAL MEDIA AND ITS EFFECTS ON ACADEMIC ACHIEVEMENT OF THE STUDENTS

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## ABSTRACT:

This study examines the use of social media and its effects on academic achievement of the students. The study was conducted on 46 school going students from 13 villages of Dibrugarh district. Data were collected using a questionnaire consisting 20 open-ended questions. The findings show that around 70% of students experienced positive effects on their academic achievement such as improved access to educational resources, better learning, and participation in online activities like participating in quizzes, watching educational videos etc. However, about 30% of students reported negative effects, including distraction, reduced concentration, and lower academic performance. Students face some health issues like eye strain, headaches, and sleep problems, reduced physical activity and mental stress due to excessive use of social media. The study concludes that social media can be beneficial if used in a balanced and controlled way, but excessive use can negatively affect students' academic performance and overall well-being.

**Keywords:** Social media, Academic achievement, Parents attitudes, Study –habit, Student health

## 1.0 INTRODUCTION:

Social media is a digital platform that allows to people to create, share and exchange information, ideas with others over the internet. It is a way of people to connect, communicate and interact online. Most commonly uses social media are WhatsApp, Facebook, Instagram, YouTube etc. In recent times, one of the major trend is the growing popularity of social media among the students is short-form video-content. It attracts more attention among the adolescence due to its quick and engaging nature. Social media is also increasingly being used as a search engine, where users look for various

types of information. At the same time, there is a noticeable shift toward authentic and relatable content, as users prefer real-life experiences over highly edited posts. Social media are also used for watching videos, listening to music, playing games. Nowadays, social media has evolved into a powerful and multifaceted tool which effects lifestyle of mankind. Furthermore, awareness about mental health issues related to excessive use of social media is utmost necessary in present time for the well-being of future generation. Excessive engagement or misuse of social media can hampers student academic achievement as well as mental and physical health. Academic achievement refers to all learning experiences gathered by the students by following pre-determined curriculum of a particular programme in an academic institution through regular exercise with the help of teachers or mentors to achieve the determined goal. Level of academic achievement of a student influenced by some factors like personal motivation, resilience, effort, time management, a conducive institutional academic environment, home environment, socio-economic status etc.

## 2.0 LITERATURE REVIEW:

Baruah (2018)<sup>1</sup> found that social media use among students in urban Assam improves access to educational content, enabling them to supplement classroom learning with digital resources like YouTube lectures and online study notes, which positively supports academic understanding.

Das & Deka (2019)<sup>2</sup> reported that students who actively use social media study groups on platforms like WhatsApp and Facebook show improved engagement in school activities and better problem-solving skills compared to students who do not use these platforms for academic purposes.

Hazarika (2020)<sup>3</sup> observed that excessive mobile and social media use among higher secondary students in Guwahati was associated with decreased attention span, difficulty concentrating on studies, and reduced academic achievement.

Saikia & Phukan (2020)<sup>4</sup> conducted a study in upper Assam and found that prolonged social media use was related to sleep disturbances, eye strain, and headaches among adolescents, indicating physical health issues associated with screen overuse.

Borah & Ahmed (2021)<sup>5</sup> noted that students who balance their social media use for academic activities and entertainment tend to perform better in examinations than those who spend most of their time on entertainment content. This suggests that purposeful use of social media can be beneficial.

Chakraborty (2021)<sup>6</sup> highlighted that repetitive exposure to short-form videos (Reels) among school students often leads to distraction, procrastination, and lower concentration on textbooks, negatively affecting study habits.

Kalita & Saikia (2022)<sup>7</sup> found that students in rural districts of Assam face both opportunities and challenges with social media — it provides access to learning materials but also leads to reduced physical activity and shorter study periods when used excessively.

Hussain et al. (2022)<sup>8</sup> reported that parents in Assam express concern over how social media distracts children from studies, while also acknowledging its role in helping students develop digital literacy, which is essential in modern education.

Gogoi (2023)<sup>9</sup> observed that moderate and guided use of social media helps students participate in online competitions, educational quizzes, and skill-building activities, which can enhance creativity and academic engagement.

Konwar (2025)<sup>10</sup> found that most young adults in Dibrugarh, Assam, use smartphones mainly for entertainment and social media, not for studying. About 42% reported that smartphone use affected

their studies, and 48% experienced anxiety, mood changes, or sleep problems. More than half preferred online interaction over meeting people in real life. This shows that while smartphones can be helpful, excessive use can harm academic performance, mental health, and social life.

### 3.0 BACKGROUND OF AREA UNDER STUDY:

The study was conducted in 13 villages i.e. Moina Gaon, Haldhibari Gaon, Baghtali Pothar Gaon, Khowang Senimari, 1 No Silputa , 3 No Silputa, Nahoroni Gaon, Mautoni Gaon, Khowang Athabari, Notun Bolai, Lengeri , No-pam, Dolopa Gaon of Dibrugarh district of Assam.

### 4.0 RESEARCH OBJECTIVES:

- 4.1. To study the what type of social media used by the students
- 4.2. To study why they used social media.
- 4.3. To study the students attitudes towards the benefits of uses of social media.
- 4.4. To study the parent attitudes towards the uses of social media by their wards.
- 4.5. To analysis the effects of uses of social media on their academic achievement and their health.

### 5.0 RESEARCH METHODOLOGY:

#### 5.1 Method Used

In the present study descriptive survey method is used to examine the uses of social media and its effects on academic achievement of the students.

#### 5.2 Sample:

A random purposive sampling technique was used to select the 46 households from 13 villages under Dibrugarh district of Assam. The households were purposively selected for the study those households have school-going children within the age limit of 16-20 years which are studying in Higher Secondary and Under Graduate programme.

Table 1: Sample of the study

District	Total no. of sample villages	Total no. of sample households	Total respondents
Dibrugarh	13	46	46

#### 5.3 Tools used and Procedure adopted for data collection:

An open-ended questionnaire comprising 20 carefully constructed questions was used for primary data collection by door to door visits. The questionnaire addressing key aspects such as demographic profiles, types of social media they have used, purpose of using social media, time spent on social

media, effects of social media on their studies and health, parents' attitudes towards the uses of social media by their wards.

## 6.0 ANALYSIS AND FINDINGS OF THE STUDY:

Demographic profile of Respondents:

Table 2: Age Group Distribution of Respondents

Age Group	Number of Respondents	Percentage (%)
16-18 years	30	65%
18-20 years	16	35%
Total	46	100

(Source: field survey)

From Table 2, it can be observed that a majority of the respondents (65%) fall in the 16–18 years age group, while the remaining 35% are in the 18–20 years age group.

Table 3: Educational Qualification

Educational Level	Number of Respondents		Percentage (%)
	Girls	boys	
HS	20	11	67.4%
UG	10	5	32.6%
Total	30	16	100

(source: field survey)

The Table indicates that most respondents belong to the higher Secondary (HS) level, 20 girls and 11 boys, consisting 67.4%. A smaller proportion belongs to the Undergraduate (UG) level, with 10 girls and 5 boys, accounting for 32.6%. Total respondents include 30 girls and 16 boys.

### Objective 1: To study the types of Social Media used by the students

The findings reveal that the majority of students use multiple social media platforms simultaneously. The most commonly used social media platform is YouTube, used by 87% of students, WhatsApp is used by 82%, Facebook is used by 75%, and Instagram is used by 70% of students. The findings indicate that students use social media both during the day and at night, particularly after returning from school or college. Most students spend approximately 1 to 5 hours per day on platforms such as YouTube, WhatsApp, Facebook and Instagram.

### Objective 2: To study the reasons behind them used the Social Media.

Reasons for uses of Social Media by the students are as follows:

i. The first reason is that students use social media for the collection of new information. The findings of the study show that about 85% of students use social media to stay updated with current events and

to enhance their general knowledge. Platforms such as YouTube play an important role in providing educational and informative content.

ii. The second reason is that students use social media for communication. The findings indicate that around 80% of students use platforms like WhatsApp, Facebook, and Instagram to communicate with friends, classmates and family members.

iii. The third reason is that students use social media for entertainment. The studies reveal that 75% of students use social media for relaxation and enjoyment during their free time.

iv. The fourth reason is that students use social media for watching movies and videos. The findings of the study show that about 70% of students prefer platforms such as YouTube for watching movies, educational videos, and other visual content.

v. The fifth reason is that students use social media for listening to music. The findings indicate that 68% of students use social media platforms to listen to music for relaxation and enjoyment.

vi. The sixth reason is that students use social media for playing games. The study reveals that around 60% of students engage in online gaming through social media platforms as a form of entertainment.

### **Objective 3: Student attitudes towards the benefits of uses of social media.**

#### **i. Positive effects of uses of Social Media according to the respondents:**

The study reveals that respondents perceive social media as a valuable tool for educational, informational, and economic purposes. A majority of respondents (80%, n=37) reported that social media helps them in collecting new information. 11% (n=5) of respondents stated that it enables them to gain a deeper understanding of their prescribed syllabus. Similarly, 10% (n=5) of respondents mentioned that they are able to earn money through social media through activities such as content creation, online business. 11% (n=5) of respondents reported that social media provides access to books, novels, and academic materials in digital form. Respondents also highlighted that social media helps them clarify difficult concepts through videos, online explanations, and search engines. Some respondents participate in online quizzes through social media platforms, which helps in improving their knowledge, learning ability, and competitive skills. Overall, the findings suggest that social media acts as an effective supplementary learning platform and also offers opportunities for skill development and income generation. However, its proper and balanced use remains essential for maximizing its benefits.

#### **ii. Negative effects of uses of Social Media according to the respondents:**

According to the respondents, excessive use of social media has a negative effect on students' academic performance. Many students reported that they spend more time on social media than on reading textbooks or other study materials, which reduces their learning. Respondents also noted that spending too much time online affects their ability to communicate face-to-face. Continuous scrolling and watching content makes them lazy and less motivated to study. Some students admitted becoming addicted to online games on social media, which distracts them from their studies. Instant entertainment and quick access to information reduce patience, making it difficult to concentrate on long study sessions. Respondents also felt that relying too much on social media for information affects their ability to think and solve problems independently.

**Objective 4: To study the parents' attitudes towards the uses of social media by their wards.****i. Positive effects of uses of social media by their wards:**

According to the parents, social media has many positive effects on their children. Most of parents said that it helps their children get the latest information and learn new things from around the world. Social media also supports their studies through online materials, video lessons, and quizzes, which improve their knowledge and skills. Parents noticed that it helps children stay in touch with friends and family, which improves their social life. Using social media for music, videos, and other entertainment helps children relax and reduces stress. Some parents mentioned that their children participate in online quizzes and competitions, which helps them to think more creatively and make better decisions. Some students are earning money through social media, which teaches them financial skills and responsibility. Fathers and mothers guide their children to use time wisely, stay disciplined, and focus on productive activities. Overall, if used properly and in moderation, social media can have a positive effect on children's learning, thinking, social development, and even financial awareness.

**ii. Negative effects of uses of social media by their wards:**

According to the respondents, the use of social media by students has several negative effects. Many parents reported that their children spend more time creating reels, videos, or browsing content instead of focusing on studies, which reduces their concentration and thinking ability. Even though parents set rules to limit social media usage, some students get distracted by entertainment videos or online games during study time, which decreases their study hours. In some cases, students become overly dependent on social media, which affects their self-discipline, problem-solving ability, and overall academic performance.

**5. To analyse the effects of uses of social media on students' academic achievement and health.****i. Uses of Social Media and its effects on students' Academic Achievement:**

Social media has become an important part of students' daily lives, and parents have observed both positive and negative effects on their children's academic performance. According to the respondents, around 70% of parents reported that social media has a positive effect on their children's academic achievement. It helps students access the latest information, educational materials, and online resources, which enhance learning and knowledge. It also allows children to stay connected with friends and family and participate in online quizzes and competitions, which improves their thinking ability and problem-solving skills. Some students even earn money through social media, teaching them financial responsibility.

Social media can also have some negative effects. Around 30% of parents mentioned that their children's recent exam scores were slightly lower, and they believe that social media use played a part in this. Parents noted that children often spend time creating videos, watching entertainment content, or playing online games, which reduces study hours and concentration. In some cases, students become overly dependent on social media, affecting their self-discipline, thinking ability, and overall academic progress.

**ii. Social Media's effects on students' health:**

According to the respondents, excessive use of social media has several negative effects on the health of children. Many parents reported that children who spend long hours on phones often experience eye problems, headaches, and reduced thinking ability. They also noticed a loss of patience, difficulty in concentrating, and poor coordination. Overusing of social media can lead to poor posture, disrupted sleep patterns, reduced physical activity, weight gain, anxiety, and mood swings. Some

children become overly dependent on social media, which negatively affects both their physical and mental well-being.

## 6.0 CONCLUSION:

The findings of the study show that social media has a clear effects on students' academic achievement and health. It can be helpful for learning, communication, and developing new skills when used properly. However, when students use it too much, it can lead to distraction, poor concentration, and various health problems. This shows that the effect of social media depends on how students use it in their daily lives. Therefore, it is important that students use social media in a limited and careful way. Parents and teachers should guide them to use it more for study and learning rather than only for entertainment. If students are made aware of its proper use, it can help them to improve their academic performance and maintain good physical and mental health.

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