A Study on Social Media usage among University students in Mumbai and its perceived impact on their Social life and Academic performance

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Abstract: Social media has truly revolutionised the way in which students interact, communicate and socialise. It is an integral part of their everyday life and has become tool of staying in touch with friends and also facilitating schoolwork. As a result, the students have been found to spend a considerable amount of time on social media and are the largest users of this available technology. This descriptive study therefore aims at studying the social media usage among university students from Mumbai and its perceived impact on students social life and academic performance. For this purpose, an online web page survey via a Google form was circulated among students from various universities across Mumbai and data was collected from 155 students. The responses were analysed using descriptive statistical tools (mean, median and mode). The results indicated that the most commonly used social media platform was WhatsApp, and the sampled students spend at least 1 hour on social media on a daily basis. Majority of the students use social media for being in touch with friends and obtaining new information. Students not only consume fun content on social media (which includes memes and funny videos) but they also use social media for current affairs and politics. When it comes to social media addiction, nearly 50% of the students found themselves saying "just a few more minutes" and further results indicate that students are addicted to social media. This social media addiction has resulted into certain negative effects on students social life like changes in sleeping schedule, etc. Moreover, the study also revealed that students were of a neutral opinion about social media having any impact on their academic performance, but some facts revealed from the study indicate that students are unwilling to prioritise academic activities to social media usage. Hence it leaves a scope for higher level of research in this area in the future. In a nutshell, social media has both positive uses and a negative impact but productive use of social media is recommended to not only improve academic performance of students, but also in improving social interactions.

Keywords: Social media, Internet use, University students, Academic performance, social life.

1. INTRODUCTION

An innovative way for individuals and families to communicate has been made possible due to new developments in technology. Social media networks have gained popularity over the last decade. It is defined as web-based tools that allow users to interact with each other by sharing information, opinions, knowledge and interests online. Social media sites enables the users to remain in touch and maintain the connectivity . Social media networks offer a straightforward way to communicate with others via sending messages, posting pictures and even commenting at any given time.

In this "information age," social media sites are growing in popularity rapidly, especially among college students as majority of youth is shifting speedily from electronic media to social media. It is shaping human interactions in varied ways. The youth uses social media to communicate and stay in touch with family, friends, and even strangers. These sites have created new and non-personal way for people to interact with others and the youth has taken advantage of this technological trend.

This craze has led to a host of question regarding the usage pattern of social media among students and its impact on their social lives and academic performance. Since this phenomenon is continuing to grow at a fast pace, it is important to understand the effect it has on the youth and its influence on the society as sociability is an underlying theme in using social media. Hence the purpose of this study is to examine how college students use social media and its influence on their lifestyle and academics.

2. LITERATURE REVIEW

All studies reviewed for this review of literature used samples whose participants were university students. College students' use of social media is rapidly increasing as new technology and cheaper internet is easily available. Computer-mediated communication allows the youth to interact over social media with their kith and kin. Majority of youth is shifting speedily from electronic media like television to social media and hence it is important to study how the youth is using these social networking sites. Therefore a few studies reviewed also study how the students use social media and how it impacts their academic performance and social life.

(Walutbita & Akakandelwa, 2018)
The paper titled "Students social media use and impact on social life" examines the various types of social media platforms commonly used by students and its impact on students social life. 244 full time students from the University of Zambia were surveyed and their responses were analysed using the Statistical Package for the Social Sciences (SPSS). The research answered important questions about the preferred SNS among students, the purpose behind using social media, and also if prolonged use of social media impacted the students' academic productivity. The findings reported were that students use social media for social information rather than for academic purpose and hence productive use of social media is recommended while minimizing its negative impact.

(Jebaraj, 2019)
The paper titled "Use of social networking sites among Alagappa university students" studies the use of social media among Alagappa university (Tamil Nadu). The research helps to identify the most popular social networking sites, reason for the same, and problems faced while using it. The study was of descriptive nature and it concluded that social networks are increasingly used as a source of information dissemination as majority of students from Algappa university used social media for sharing information, staying updated with current news and also for social information.

(Aljuboori, Abdulnaser , & Bayat, 2020)
The authors in the paper titled "The impacts of social media on University students in Iraq" have discussed how the social media, has created a new reality in the daily life of the university going students. After analysing the survey results, the findings included positive and negative impacts of Social media on university students. The positive impacts were: spreading awareness, easy access to academics. However, the negative impacts were privacy violations, blackmail, effect on health, addiction, reduction in real social communication. The findings also reported that many students extensively used social media for academic purpose and hence the paper recommended that the focus should be on the academic aspect and extending the range to which the students can use social media for academics.

(Giang, 2019)
The author in the paper titled "Relationships Between Use of Social Networking Sites(SNS) and Study Habits and Interpersonal Relationships among Vietnamese University Students" has discussed the relationships between use of social networking sites, study habits, and personal relationships with the kith and kin of students at Thai Nguyen University of Agriculture and Forestry. After questioning 125 students, they found out that the respondents primarily used the SNSs for communication and entertainment. Students stated that sharing and posting content and chatting online were moderately important. They also found that making appointments through SNSs helped stay easily connected to other people. Further, as SNS use increases so do good study habits and healthy personal relationships with families, friends and teachers increase.

(Lau, 2017)
The author of the paper titled "Effects of social media usage and social media multitasking on the academic performance of university students" has discussed whether social media usage and multitasking have an impact on the academic performance of university students. 348 undergraduate students from a university in Hong Kong were surveyed and the results showed that social media usage for academic purposes could not be used as a significant predictor of academic performance with respect to cumulative grade point averages. It was also seen that using social media for recreational purposes (Video Gaming etc.) negatively impacted academic performance. The paper also reported some negative impacts on social well-being of students (Cyberbullying etc.).

(Sponcil & Gitimu, 2012)
The authors of the paper titled "Use of social media by college students: Relationship to communication and self-concept" have discussed how social media enables its user to maintain existing relationships and even create new ones. The author studies how social media affects college student's communication with others as well as their self-concept. A group of diverse 96 undergraduate students from a mid-western U.S. college were surveyed and it was found that there is a significant correlation between social media and communication with family and friends, and with self-concept. Since the social media phenomenon is ever-growing, it is important to understand its effects on personal communication and on one's perception of themselves.

(Santoveña-Casal, 2019)
The author in this paper titled "The Impact of Social Media Participation on Academic Performance in Undergraduate and Postgraduate Students" has discussed the effect of social media participation on academic performance. 411 students took part in an activity based on social media participation. Results indicated that the students who participated in a social media-based activity displayed better academic performance than those who did not or who took part in a more traditional learning activity. Notwithstanding of educational level, social media participation has a positive influence on performance. So, it is essential to consider the variable of social networking site use as this can partly explain academic performance.

(Gonzales, Gasco, & Llopis, 2019)
The authors in the paper titled "University students and online social networks: Effects and typology" have discussed how use of online social networks (OSN's) has soared among students over the years and what are the negative and positive impacts on students today. 149 students studying in University of Alicante, Spain were taken as sample and were enquired about various impacts of social media such as

the anxiety, time spent on social media, attention deficit, change in privacy levels, collaboration with others on social media apps, friendship and trust benefactors and motivation and commitment levels of the students. It was found out that positive impacts of OSN's are of much greater extent than the negative impacts.

(Vemeulen , Vandebosch, & Heirman, 2018)
 The authors in the paper titled "Smiling, Venting or both? Adolescents' social sharing of emotions on social media" talks about how different students have various types of online social norms and how they are emotionally influenced by existence of such norms. An in-depth interview analysis was held with 22 adolescents ranging from age 14-18. It was found out that sharing of emotions was influenced by many characteristics via digital media too. Adolescents share their emotions in a more comfortable manner when their identity is hidden. Thus, it was found that social media had a heavy impact in the life of adolescents who were interviewed and that Facebook statuses, Instagram and Snapchat which were more public in nature were used to express positive emotions while Twitter and apps such as messenger were used to let out more negative emotions.

(Arif, Nunes, Qaisar, & Kanwal, 2019)
 The authors in the paper titled "Knowledge sharing through social media and its impact on student creativity" discusses about usage of social media technologies by student's today and how their knowledge sharing levels are impacted by the introduction of social media technologies. A pilot tested questionnaire was employed to collect data from 266 randomly selected master level business students. Results showed that the use of ubiquitous technologies was critically important to enhance the knowledge and skills of students in the university. It was also found out that social media technologies impacted a student's social attitude, enjoyment levels , behaviour in general and development of social norms which in turn was necessary for a student to acquire more knowledge.

(Meşe & Aydin, 2019)
 The authors in this paper titled "the use of social media networks among university students" have discussed how the changes that are experienced in technology are influencing various fields and the educational environments. Through this it is seen that the tools used in educational environments along with those used by students are diversified depending on the changes in technology. The author, by using cross sectional survey method interview studied 549 undergraduate students. The aim of this study was to analyse the variables that define the cause of social networking sites used by the students. The results showed a difference in favour of women in initiating conversation and those who use social networking to shar and post content over a long time. Moreover, WhatsApp an Instagram are primarily used. Depending upon these findings, recommendations and discussions were presented.

3. RESEARCH PROBLEM

Research problem refers to the reason behind the study and what about the topic is being studied. Our research problem is **to study university students' social media use and it's perceived impact on their Social life and academic performance.** Our study population includes the students studying in Mumbai and the subject area is 'Phenomena' which includes a variety of social media applications.

4. RESEARCH OBJECTIVE

Research objectives refer to statements which explain what about the research problem is being studied. The research topics to be studied in this report include:

1)Social Media Usage:
    a)   To examine the types of social media platforms commonly used by students.
    b)   To study the most preferred app and reason for the same.
    c)   To find out the amount of time students spend on social media.
    d)   To investigate the purpose for which students use social media.
    e)   To understand what type of content is consumed/liked by students on social media.

2)To study the social media addiction
3)To understand the perceived impact of social media on students' social life.
4)To understand the impact of social media use on students' Academic performance.

5. RESEARCH METHODOLOGY

Using a structured approach a descriptive study was carried out. The survey method was used to solicit data and information from a sample of students studying in universities across Mumbai. The secondary analysis was done using external data from books and articles from leading journals. A sample of 155 participants was conveniently selected (non-probability sampling). An online web page survey was designed using google forms by the researchers to collect data. The data obtained was analyzed using the descriptive statistics which includes mean, median, and mode.

6. FINDINGS

Respondents Demographic Characteristics:

The study consisted of a sample of 155 students studying in universities across Mumbai which was selected using convenient sampling method under non-probability sampling. Table 1 represents the demographic characteristics of the sample.

Table 6: Demographic characteristics of respondents.

Variable	Values	Frequency	Percent
Gender	Female	71	45.8
	Male	84	54.2
Age	15-20	124	80
	21-25	28	18.1
	26-30	3	1.9
Year of Study	Junior College	12	7.7
	Under Graduation	131	84.5
	Post-Graduation	12	7.7

Source : Data compiled from primary data source collected through structured questionnaire

Sample size: 155

Objective 1: Social media usage by students, app preference and purpose for usage.

The first objective of the study was to understand the type of social media app commonly used by students, time devoted by them towards social media, app they prefer and also to understand the purpose behind using social media. The research also helped in answering the type of content consumed by students. The study revolved around five of the most popular social media apps namely WhatsApp, Facebook, Instagram, Twitter and Snapchat.

A) Type of Social Media commonly used:

Table 6.1.1 highlights that the most popular social media platform was WhatsApp (96.1%), followed by Instagram (90.3%), Snapchat (65.2%), Facebook (55.5%) and Twitter (49%). The findings reveal that students prefer WhatsApp and Instagram to the other social media apps.

Table 6.1.1: Type of social media commonly used

Social Media App	Frequency	Percent
WhatsApp	149	96.1
Facebook	86	55.5
Instagram	140	90.3
Twitter	49	31.6
Snapchat	101	65.2

Source : Data compiled from primary data source collected through structured questionnaire

Sample size: 155

Table 6.1.2 shows the age at which students started using social media. Using median as the statistical tool, the findings gave a median value of 14.297 which indicates that while 50% of the population started using social media before the median age the latter 50% started using these apps after the median age of 14.297

Table 6.1.2: When did you start using social media?

Age	Frequency	Percent
Before age 12	20	12.9
Between age 12-16	101	65.2
Between age 16-20	33	21.3
After age 20	1	0.6

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

B) Most Preferred App and reason for the same:

The findings indicated in Table 6.1.3 revealed that more than 50% of the sample prefers Instagram, followed by WhatsApp. Twitter is the least preferred app.

Table 6.1.3:Most preferred social media app

App	Frequency	Percent
WhatsApp	49	31.6
Facebook	6	3.9
Instagram	89	57.4
Twitter	4	2.6
Snapchat	7	4.5

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

The question was designed to understand the variety of factors which determine preference towards the social media app. Using mode, the findings revealed that the respondents opted for "ease of use" more than any other factor. Another major reason why students prefer a particular social media app is because of 'Peer choice'.

Table 6.1.4:Reasons for preferring a social media app

	Frequency	Percent
Ease of use	110	71
Trend/In thing (Peer choice)	76	49
Privacy	28	18.1
Security	20	12.9
Other reasons	12	7.2

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

C) Amount of time Students spend on social media:

Table 6.1.5 shows the amount of time spent on social media by students. The findings revealed that majority of the respondents used WhatsApp and Instagram for a time span of 1-2 hours per day, while the other apps i.e. Facebook, Twitter and Snapchat were used for less than 30 minutes.

Table 6.1.5: Time spent on social media

Time	WhatsApp	Facebook	Instagram	Twitter	Snapchat
	N	N	N	N	N
<30 min	32	52	10	29	41
30-60 min	46	20	36	9	28
1-2 hour	46	10	69	7	27
2 + hour	25	4	25	4	5

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

This question used a verbal frequency scale to understand the number lf times a day students use social media. Using median as the statistical tool to analyze this question, the results showed that more than 50% of the population used social media apps approximately more than 10 times a day.

Table 6.1.6: How many times a day do you use social media?

	Frequency	Percent
Once a day	1	0.6
2-5 times a day	19	12.3

6-10 times a day	59	38.1
10+ times a day	76	49

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

The next question used a 5-point Likert scale with 1 being very often and 5 being never. The statistical tool used to analyse the data retrieved was mean. The findings show a mean of 3.09677 indicating that respondents are neutral about keeping their posts up to date on these social media apps.

Table 6.1.7: How often do you post on social media?

	Frequency	Percent
Very Often	14	9
Frequently	30	19.4
Neutral	45	29
Rarely	59	38.1
Never	7	4.5

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

D) Purposes for which students use social media:
Mode was the statistical tool used to analyse the data in this question. The study revealed that the main purpose for which respondents used social media was to keep in touch with friends. Along with this, the results also showed that more than 60% of the respondents used these social media apps for obtaining new information, sharing photos and for browsing in free time i.e. entertainment purposes.

Table 6.1.8: What do you use social media for?

Reasons for using social media	Frequency	Percent
To obtain new information	116	74.8
To keep in touch with friends	134	86.5
Facilitating schoolwork	51	32.9
Keeping in touch with family	62	40
To share photos	95	61.3
To find new friends	45	29
To browse in free time/ Entertainment purpose	114	73.5
To express opinion	45	29
Other	2	1.2

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

E) Content consumed/liked by students on social media:
Table 6.1.9 highlights the type of content preferred by students on social media. Mode was the statistical tool used to analyse this question. The study show that while a majority of students today are now engaged in consuming memes on social networking apps, a significant number of students also are keen in using social media for information gathering, knowing about the current affairs, sports, politics while browsing on social media. Hence a productive use of social media is also seen by the findings obtained.

Table 6.1.9: What type of content do you consume on social media?

	Frequency	Percent
Current Affairs	112	72.3
Sports	95	61.3
Politics	66	42.6
Memes	133	85.8
Funny Videos for entertainment	117	75.5
Information	75	48.4
Other	4	2.4

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

Objective 2: Social media addiction

The second objective of this study was to understand the extent of social media addiction. The question asked to the respondents was whether they felt addicted to social media. Table 6.2.1 represents the data collected.

Table 6.2.1:Do you feel addicted to any of these apps?

	Frequency	Percent
Strongly agree	35	22.6
Agree	54	34.8
Neutral	40	25.8
Disagree	17	11
Strongly disagree	9	5.8

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

Using mean as a statistical tool the study obtained the value of 2.425806. This shows that most of the respondents lie between agreeing to the addiction or remaining neutral towards it. However, the results indicate an inclination towards agreeing. This finding is parallel with the research conducted by (Abbas Fadhil Aljuboori, 2019)

Further, the respondents were asked three questions to obtain more information regarding the addiction to social media. The questions were based on Likert Scale. Table 6.2.2 reveals the questions asked and data collected from the respondents.

Table 6.2.2: Questions relating to social media addiction

Question	Scale	Frequency	Percent
Have you tried to cut down on time spent on social media but still failed?	Strongly Agree	17	11
	Agree	47	30.3
	Neutral	45	29
	Disagree	32	20.6
	Strongly Disagree	14	9
Do you find yourself saying "Just a few more minutes" when using social media?	Always	35	22.6
	Very Often	44	28.4
	Sometimes	36	23.2
	Rarely	33	21.3
	Never	7	4.5
How do you feel after prolonged use of social media?	Happy	15	9.7
	Content	65	41.9
	Tired	75	48.4

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

Using mean as the statistical tool, indications were obtained for the above questions. Calculating the data collected for the first question, the study obtained 2.864516 or approximately 3. This indicates that the respondents remained neutral towards the success on cutting down of social media time. The average answer received for respondents saying "just a few more minutes" when using social media is 2.567742 i.e. the answer lies between very often and sometimes, however it inclines more towards sometimes. After a prolonged use of social media, the respondents feel content (mean = 2.387097). These findings indicate that the students are addicted to social media.

Objective 3: Perceived impact of social media use on students' social life.

The third objective was to understand the perceived impact of social media on student's social life. The questions were based in a 5 point Likert scale with 1 being strongly agree and 5 being strongly degree. The table shows the results from a population of 155 students.

Table 6.3: Questions relating to perceived impact of social media on students' social life

Question	SCALE				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Has social media affected any relationship(s)? (Family, Friend)	20	42	23	33	37
Is checking social media the first thing you do in the morning/ last thing you do before sleeping?	55	58	21	10	11
Has overuse of social media affected your sleeping schedule?	18	56	32	28	21
Do you prefer social media interactions than physical interactions?	12	27	30	44	42

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

Using mean as a statistical tool, indications were obtained for the above questions. The findings for the first question showed a mean value of 3.16129 which indicates that the respondents are neutral towards it. However, majority of the respondents agree to it which goes to show that social media has become very addictive which in turn is hampering relationships with family and friends. The findings for the second question gave a mean result of 2.12258 which is inclined towards agreeing hence showing the students check their social media feed either before sleeping or as soon as they get up. This shows that the respondents are addicted to social media which is consistent with the study conducted by (Akakandelwa & Walubita, 2017).

Further, the study aimed at answering the impact of social media on sleeping schedule of students. The results showed a mean value of 2.858, that is, the respondents lie between agreeing to it or remaining neutral towards it, however it inclines more towards being neutral. This is consistent with the study conducted by (Peter, et al., 2017) which suggest that social media usage to some degree has a an impact on both quality and quantity of sleep. Lastly, it was studies if the students prefer social media interactions over physical interactions. The results showed a mean value of 3.497 which inclines towards disagree rather than neutral. This shows that most of the students prefer physical interactions over social media interactions. This is consistent with the research conducted by (Sponcil & Gitimu).

Objective 4: Perceived impact of social media use on students' academic performance.

The next objective of the study was to understand if use of social media impacts a students' academic performance. The questions were based on a 5 point Likert scale with 1 being strongly agree and 5 being strongly disagree. The table shown below tabulates the result of the survey from 155 respondents.

Table 6.4: Questions relating to impact of social media on students' academic performance

Question	SCALE				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Do you feel that your academic productivity suffers because of social media?	27	55	29	32	12
Do you prioritize academic related activities to social networking?	35	35	52	27	6
Do you think using social media distracts you from completing assignments or your ability to study?	32	47	37	29	10

Source : Data compiled from primary data source collected through structured questionnaire
Sample size: 155

Using mean as the statistical tool, indications were obtained for the above questions. The findings for the first question showed a mean value of 2.6581. This indicates that the respondents remained neutral in answering if social media has a negative impact on their academic productivity. This is consistent with the research conducted by (Lau, 2016). The finding for the next question asked gave a mean result of 2.5742 which indicates that the respondents have a balanced approach when it comes to use of social media and managing academic activities. The mean value is nearing to the neutral score which suggests that the students give equal priority to both social media usage and academic projects. Lastly, the study aimed at answering whether social media hinders a students' ability to study or has any distracting effect on students' academic performance. The result showed a mean of 2.6 which suggests that the respondents are again of a neutral opinion when it comes to social media use hampering their ability to study.

The quantitative findings give an overall picture that the students are of a neutral opinion when it comes to social media use impacting their academic performance. But the mean values lie between 2-3 which suggests that the students are more towards agreeing than disagreeing to the questions. Hence further analysis can give better insights about the actual impact of social media on a student's academic performance.

7. CONCLUSION

Conclusively, social media is an inseparable part of the students daily routine, and use social media for prolonged durations this has in turn had a negative impact on their relationship with family and friends this also had a negative impact on their sleep and loss of academic productivity. The students addiction towards social media has also been found out extremely difficult by them to get rid of.

Although it is impossible to get rid of social media completely in today's life and in a world where social media holds great significance where it is essentially an irreplaceable part of students daily life. yet, students should be conscious of how much time they are spending on social media and whether it is infringing in their productive time. It is recommended that a productive use of social media should be encouraged in universities for academic purposes to reduce its negative impact and encourage group learning activities. Also, students should make sure that social media usage does not impact their health and quality of life and should take conscious efforts towards limiting the use of social media and not forming an addiction towards it so as to limit its negative impacts.

8. LIMITATIONS

1) The data collected is cross-sectional in nature and therefore is valid for students in Mumbai and for current time frame.

2) Convenience sampling method was used and therefore the data retrieved is subject to bias.

3) The study was based on only 4 objectives.

4)The sample selected for the survey may not be a true representation of the population and hence the results obtained may not be applicable to students all over Mumbai.

5) Only descriptive statistical tools were used to analyse the responses.

6) Quantitative method i.e. survey was used and thus it does not convey meaning and emotion. It provides superficial analysis.

7) Due to lack of experience the depth of discussions and the quality of analysis is compromised as compared to the work of the experienced researchers.

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APPENDIX

QUESTIONNAIRE

Thank you very much for agreeing to participate in this survey based on social media usage and its perceived impact on social and academic life of university students. The information you provide in this questionnaire will be used for research purposes only, and by completing the questions you have given your consent for me to use this information throughout the course of my dissertation. It will not be used in a manner which would allow personal identification from your individual responses.

QUESTION	REASON
1-3	Respondents demographic characteristics
4-5	Objective 1a
6-7	Objective 1b
8-10	Objective 1c
11	Objective 1d
12	Objective 1e
13-16	Objective 2
17-20	Objective 3
21-23	Objective 4

1)Sex:
- Male
- Female
- Others

2)Age:
- 15-20 years
- 21-25 years
- 26-30 years

3)Year of Study: (MULTIPLE CATEGORY SINGLE RESPONSE SCALE)
- Junior College
- Under Graduation
- Post-Graduation

4)Which of the following social networking sites do you use? (MULTIPLE CATEGORY MULTIPLE RESPONSE SCALE)
- WhatsApp
- Facebook
- Instagram
- Twitter
- Snapchat

5)When did you start using these apps?
- Before age 12
- Between age 12-16
- Between age 16-20
- After age 20

6)Which of the following app are you most active on or prefer the most? (MULTIPLE CATEGORY SINGLE RESPONSE SCALE)
- WhatsApp
- Facebook
- Instagram
- Twitter
- Snapchat

7)Reasons for the same? (MULTIPLE CATEGORY MULTIPLE RESPONSE SCALE)
- Ease of use
- Trend/In thing (Peer choice)
- Privacy
- Security
- Other: _____

8)How many times a day do you use Social Media? (VERBAL FREQUENCY SCALE)
- Once a day
- 2-5 times a day
- 5-10 times a day
- 10 + times a day

9)Amount of time you daily spend on:
WhatsApp:
- Less than 30 minutes
- 30 minutes- 1 hour
- 1-2 hour
- 2+ hours

Facebook:
- Less than 30 minutes
- 30 minutes- 1 hour
- 1-2 hour
- 2+ hours

Instagram:
- Less than 30 minutes
- 30 minutes- 1 hour
- 1-2 hour
- 2+ hours

Twitter:
- Less than 30 minutes
- 30 minutes- 1 hour
- 1-2 hour
- 2+ hours

Snapchat:
- Less than 30 minutes
- 30 minutes- 1 hour
- 1-2 hour
- 2+ hours

10)How often do you post on Social Media? (LIKERT SCALE)
- Very often
- Frequently
- Neutral
- Rarely
- Never

11)What do you use social media for? (MULTIPLE CATEGORY MULTIPLE RESPONSE SCALE)
- To obtain new information
- To keep in touch with friends
- Facilitating schoolwork
- Keeping in touch with family
- To share photos
- To find new friends
- To browse in free time/ Entertainment purpose
- To express opinion
- Other: _____

12)What type of Content do you consume on Social Media? (MULTIPLE CATEGORY MULTIPLE RESPONSE SCALE)
- Current Affairs
- Sports
- Politics
- Memes
- Funny Videos for entertainment
- Information
- Other: _____

13)Do you feel addicted to any of these apps? (5-POINT LIKERT SCALE)
- Strongly agree

- Agree
- Neutral
- Disagree
- Strongly disagree

14) Have you tried to cut down on time spent on social media but still failed? (5-POINT LIKERT SCALE)
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

15) Do you find yourself saying "Just a few more minutes" when using Social Media? (5-POINT LIKERT SCALE)
- Always
- Very Often
- Sometimes
- Rarely
- Never

16) How do you feel after prolonged use of social media? (3-POINT LIKERT SCALE)
- Happy
- Content
- Tired/Sad/Lazy

17) Has social media affected any relationship/(s) (Family, Friend) (5-POINT LIKERT SCALE)
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

18) Is checking social media the first thing you do in the morning/ last thing you do before sleeping? (5-POINT LIKERT SCALE)
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

19) Has overuse of social media affected your sleeping schedule? (5-POINT LIKERT SCALE)
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20) Do you prefer social media interactions than physical interactions? (5-POINT LIKERT SCALE)
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

21) Do you feel that your academic productivity suffers because of Social Media? (5-POINT LIKERT SCALE)
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

22) Do you prioritize academic related activities to social networking? (5-POINT LIKERT SCALE)
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

23) Do you think using social media distracts you from completing assignments or your ability to study? (5-POINT LIKERT SCALE)

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree