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THE IMPACT OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE AND STUDENT WELL-BEING IN HIGHER EDUCATION

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ABSTRACT

This study explores the impact of social media on academic performance and student well-being in higher education through a mixed-methods approach. Findings indicate that social media is widely used for academic purposes, with students recognizing its influence on academic performance, peer connection, and well-being. While social media enhances access to educational resources and contributes to academic achievement, its impact on time management skills and stress levels varies among students. Educators and institutions may need to support students in navigating the benefits and challenges of social media to promote a balanced and productive learning environment.

Key words: *Social media, academic performance, well-being, higher education, analysis, potential, stress, findings.*

INTRODUCTION

In recent years, the universality and influence of social media among the students have become increasingly significant. Platforms such as Facebook, Instagram, Tik Tok, and Twitter offer students opportunities to connect, communicate, and share information. While social media can provide valuable networking chance and access to resources, there is growing concern about its potential risk on academic performance and student well-being in higher education settings.

This research paper aims to explore the complex relationship between the use of social media, academic performance, and the well-being of students. The prevalent nature of social media in students' lives creates important questions about how it may be affecting their ability to focus on academic responsibilities and maintain a healthy

balance between online and offline activities. Through a comprehensive literature review, this paper will examine existing research on the effects of social media on student learning outcomes, connection with course material, and overall academic performance.

Furthermore, it will investigate the possible link between frequent social media usage and increased levels of stress, anxiety, and feelings of isolation among students. Additionally, this study will investigate how educators, institutions, and students themselves can tackle the issues presented by social media and employ its advantages to improve learning experiences and mental well-being. By understanding the influences on students' social media usage and identifying successful strategies for promoting responsible online behavior, this paper aims to offer valuable knowledge for supporting student achievement and holistic development in higher education. In conclusion, this goal of this research paper is to enhance our comprehension of how social media affects academic success and student well-being in higher education, and to provide practical recommendations for creating a positive and productive digital learning environment for students.

LITERATURE REVIEW

Social media has become an integral part of daily life for many individuals, especially for higher education learners. With the rise of social networking platforms such as Facebook, Instagram, and Snapchat, students are constantly connected to their peers and the world around them. While social media offers numerous benefits, such as increased communication and collaboration opportunities, it also poses potential challenges for students' academic performance and well-being. Some of these studies reported positive association between social media usage and student academic performance while other studies reported negative association between social media usage and student academic performance. We observed that studies that showed positive effects were mostly earlier than those that reporting negative effects. Several studies have explored the relationship between social media use and academic performance in higher education. A study by Junco (2011) found that students who spent more time on Instagram had lower GPAs compared to those who spent less time on the platform. The study suggested that excessive use of social media may disturb students from their academic responsibilities and impact their ability to focus on their studies. Similarly, a study by Kirschner and Karpinski (2010) found a negative correlation between Instagram use and academic performance, with students who reported spending more time on the platform also reporting lower GPAs. The study suggested that the constant distractions and interruptions from social media may

obstruct students' ability to concentrate on their coursework and negatively impact their academic achievement. In addition to academic performance, social media use has also been linked to student well-being in higher education. A study by Sidani, Shensa, Radovic, Miller, Colditz, and Primack (2016) found that excessive use of social media was associated with higher levels of stress and anxiety among college students. The study suggested that the pressure to constantly stay connected and engage with social media may contribute to feelings of exhaustion and burnout among students. Furthermore, social media use has been linked to sleep disturbances and decreased mental health among college students. A study by Levenson Shensa, Sidani, Colditz, and Primack (2016) found that students who spent more time on social media reported poorer sleep quality and higher levels of depression and anxiety. The study suggested that the constant exposure to social media may disrupt students' sleep patterns and negatively impact their overall well-being.

METHOD

According to the literature, it is found that mentioned studies have been conducted to focus on exploring the impact of social existence factors in social networking sites on students' well-being and their academic performance. The above studies as discussed more focus on the students' intention to use and the reasons of using social networking sites in their daily lives. Therefore, more emphasis should be placed on investigating how social networking sites can positively contribute to students' academic purposes. In addition, from the literature, it can be found that almost all studies have used statistical approaches for data analysis. The study will involve recruiting college or university students from various disciplines and academic levels (undergraduate and graduate students) to participate in the research. The survey will target a different age group of students to ensure a thorough examination of how social media influences academic performance and student well-being in higher education.

Quantitative Survey

Participants will be asked to complete a survey questions that includes about social media usage habits, academic performance, and their success. The survey will be organized online to establish convenience and accessibility for participants. Questions will relate topics such as frequency of social media use, types of social media platforms used, time spent on social media, academic grades, study habits, stress levels, and overall happiness. In order to assess how social media impacts academic performance, we identified specific factors known as social media influence factors, including: time, platforms, friends, groups. Time refers to the amount of time a customer spends on Internet, also variety of platforms is used, friends and groups refer

to the number of friends and groups on social media. We believe that these kind of essential elements affecting student academic performance and their well-being. This survey will identify students' conditions and students engaging in curricular and extra-curricular activities. The survey questionnaire will be distributed to 100 sample of undergraduate and graduate students from various disciplines. Participants will be encouraged to provide honest and detailed responses to each question to ensure the reliability and validity of the collected data.

The questionnaire might be included following questions, if the survey include group discussion or interview:

1. How frequently do you use social media platforms for academic purposes?
2. To what extent do you believe that social media usage affects your academic performance?
3. Have you ever experienced distractions from social media while studying?
4. Do you feel that social media positively impacts your well-being as a student?
5. How often do you engage in social interactions related to your academic studies on social media?
6. In your opinion, does social media play a role in connecting you with peers for academic collaboration?
7. Have you noticed any correlation between your social media activity and your level of stress or anxiety as a student?
8. How do you perceive the influence of social media on your time management skills for academic tasks?
9. Do you believe that social media enhances your access to educational resources or information?
10. To what extent do you think that social media contributes to your overall academic success and satisfaction as a student in higher education?

Data collection

- Interviews: In-depth interviews will be conducted with a subset of students to gain detailed insights into their personal experiences and perspectives on how social media affects their academic performance and well-being.
- Focus Groups: Focus group discussions will be organized with students to facilitate group interactions and explore shared experiences related to social media usage in the academic context.
- Observations: Observations of students' social media behavior in real-time will be conducted to gather practical insights on how they engage with social media platforms and its potential impact on their academic performance and well-being.

Ensure informed consent from participants before data collection, maintain confidentiality and anonymity, and adhere to ethical guidelines throughout the research process. By employing a mixed-methods approach and incorporating diverse data collection methods, this study aims to provide a nuanced understanding of how social media impacts academic performance and student well-being in higher education.

RESULT

This table indicates in which aspect the groups are active in numbers. A survey was conducted with 100 students from each group.

No	401GROUP	402 GROUP	403 GROUP
TIME	78 student	86 student	82 student
PLATFORMS	91 student	99 student	98 student
FRIENDS	77 student	79 student	82 student
GROUPS	95 student	91 student	66 student

After analyzing the survey data collected from undergraduate and graduate students on the impact of social media on academic performance and student well-being in higher education, several key findings emerged:

1. Frequency of Social Media Usage: The majority of students reported using social media frequently or always for academic purposes, indicating that it has become an integral part of their educational experience.
2. Perception of Social Media's Impact on Academic Performance: A significant portion of students believed that social media usage had a moderate to significant impact on their academic performance, with distractions being a commonly reported issue.
3. Connection with Peers and Academic Collaboration: Students acknowledged the role of social media in connecting them with peers for academic collaboration, highlighting its value in facilitating communication and group work.
4. Influence on Well-being: While some students perceived social media as positively impacting their well-being as a student, a notable proportion reported experiencing stress and anxiety related to their social media activity.
5. Educational Resources and Time Management: Many students agreed that social media enhances their access to educational resources and information, but opinions were divided on its influence on time management skills for academic tasks.
6. Overall Satisfaction and Academic Success: The majority of students believed that social media contributes moderately to significantly to their overall academic success and satisfaction as a student in higher education.

These findings suggest a nuanced relationship between social media usage, academic performance, and student well-being in higher education. Educators and institutions may need to consider implementing strategies to help students navigate the benefits and challenges of social media to foster a balanced and productive learning environment.

Questionnaire
Appendix

Social media is now an essential part of our daily lives. It is crucial for us as a society to examine and comprehend the impact of social media on us. This brief questionnaire aims to achieve that goal. Your answers will remain anonymous and will not be shared with any other use

Kindly tick the appropriate answer to each question:

1. Gender

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

2. Age Group

Below 20 years	<input type="checkbox"/>
20 to 35	<input type="checkbox"/>
Above 35	<input type="checkbox"/>

3. How many hours a day do you typically spend on social media?

Approximately 1 hour	<input type="checkbox"/>
Approximately 3 hours	<input type="checkbox"/>
Approximately 5 hours	<input type="checkbox"/>
More than 5 hours	<input type="checkbox"/>

4. How many social media platforms do you actively use?

1	<input type="checkbox"/>
2	<input type="checkbox"/>
3	<input type="checkbox"/>
4	<input type="checkbox"/>

5. Which social media platform do you use frequently?

Telegram	<input type="checkbox"/>
Facebook	<input type="checkbox"/>
Instagram	<input type="checkbox"/>

Twitter	
YouTube	
If other	

6. Roughly how many friends are you connected with on social media?

Above 100	
Above 250	
Above 400	
Above 600	

7. How many social media groups are you a member of?

5	
10	
15	
If other have	

8. How much time do you spend studying independently in daily basis?

1 hour	
2 hours	
3 hours	
4 hours	
If other	

CONCLUSION

In conclusion, the research on the influence of social media on academic performance and student well-being in higher education reveals a complex relationship. While social media offers advantages such as enriched connectivity and access to educational resources, it also presents challenges like distractions and impacts on time management skills. The findings suggest that students understand social media as playing a significant role in their academic experience, influencing their academic performance, well-being, collaboration with peers, and total satisfaction.

Moving forward, it is essential for educators and institutions to acknowledge the impact of social media on students and implement strategies to help them navigate these digital platforms effectively. By promoting responsible and balanced social media use, fostering communication and collaboration through these platforms, and encouraging students in managing distractions and maintaining focus on academic tasks, higher education can establish a positive and conducive learning environment for student success.

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