



## EFFECT OF SOCIAL MEDIA ON STUDENTS' STUDIES

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**Abstract:** *Social media is now a common part of students' daily lives. It affects how they communicate, relax, and study. Many students use it to find information and stay in touch with classmates. This can support learning. However, it can also create problems.*

*This study examines how social media affects students' study habits and academic performance. Data were collected using a questionnaire. The focus was on time spent online, concentration, and time management. The results show that social media can be helpful when used for learning. Students can share ideas and access useful materials.*

*At the same time, excessive use causes distraction. Many students lose focus while studying. They also spend less time on academic tasks. This leads to weaker performance.*

*In conclusion, social media has both positive and negative effects. Its impact depends on how students use it. Better time management can help reduce the negative effects and improve study outcomes.*

**Key words:** *social media, students, study habits, time management, academic performance.*

**Аннотация:** *Социальные сети сейчас являются неотъемлемой частью повседневной жизни студентов. Они влияют на то, как студенты общаются, отдыхают и учатся. Многие используют их для поиска информации и связи с одноклассниками. Это может способствовать обучению. Однако социальные сети также могут создавать проблемы.*



*В этом исследовании рассматривается влияние социальных сетей на учебные привычки студентов и их академическую успеваемость. Данные были собраны с помощью анкеты. Основное внимание уделялось времени, проведённому онлайн, концентрации и навыкам управления временем. Результаты показывают, что социальные сети могут быть полезны при использовании их для учебы. Студенты могут обмениваться идеями и получать полезные материалы.*

*В то же время чрезмерное использование социальных сетей вызывает отвлечение. Многие студенты теряют концентрацию во время учёбы и проводят меньше времени за выполнением учебных заданий. Это ведет к снижению успеваемости.*

*В заключение, социальные сети оказывают как положительное, так и отрицательное влияние. Всё зависит от того, как студенты их используют. Улучшение навыков управления временем может помочь снизить негативное влияние и повысить результаты обучения.*

**Ключевые слова:** социальные сети, студенты, учебные привычки, управление временем, академическая успеваемость.

**Annotatsiya:** *Ijtimoiy tarmoqlar hozirgi kunda talabalar hayotining ajralmas qismiga aylangan. Ular talabalar qanday muloqot qilishini, dam olishini va o'qishini ta'sir qiladi. Ko'plab talabalar ularni ma'lumot qidirish va sinfdoshlar bilan bog'lanish uchun ishlatadi. Bu o'qishni qo'llab-quvvatlashi mumkin. Biroq, ijtimoiy tarmoqlar muammolarni ham keltirib chiqarishi mumkin. Ushbu tadqiqot ijtimoiy tarmoqlarning talabalar o'quv odatlari va akademik natijalariga ta'sirini o'rganadi. Ma'lumotlar so'rovnomalar orqali to'plangan. E'tibor onlayn vaqt, diqqatni jamlash va vaqtni boshqarish ko'nikmalariga qaratilgan. Natijalar shuni ko'rsatadiki, ijtimoiy tarmoqlar o'qish maqsadida foydali bo'lishi mumkin. Talabalar g'oyalarni almashishi va foydali materiallarga ega bo'lishi mumkin.*

*Shu bilan birga, ijtimoiy tarmoqlardan ortiqcha foydalanish diqqatni chalg'itadi. Ko'plab talabalar o'qish vaqtida diqqatni yo'qotadi va akademik*



*vazifalarga kamroq vaqt ajratadi. Bu esa o'quv natijalarining pasayishiga olib keladi.*

*Xulosa qilib aytganda, ijtimoiy tarmoqlar ham ijobiy, ham salbiy ta'sir ko'rsatadi. Bu, asosan, talabalar ularni qanday ishlatishiga bog'liq. Vaqtni boshqarish ko'nikmalarini rivojlantirish salbiy ta'sirni kamaytirishga va o'quv natijalarini yaxshilashga yordam beradi.*

***Kalit so'zlar:*** *ijtimoiy tarmoqlar, talabalar, o'quv odatlari, vaqtni boshqarish, akademik natijalar.*

## **Introduction**

Social media has become an essential part of students' daily lives, shaping how they communicate, interact, and learn. Platforms such as Facebook, Twitter, Instagram, WhatsApp, and Snapchat allow students to connect with friends, share ideas, and access information instantly. The widespread use of these platforms has transformed communication and created a virtual environment where students can freely express themselves, explore interests, and build online identities. While social media offers many opportunities for learning, collaboration, and engagement, it also presents challenges. Excessive or uncontrolled use can distract students from their studies, reduce attention spans, and negatively affect critical thinking and time management. Many students spend more time online than engaging in face-to-face interactions, which can limit their social skills and emotional development. Reports also suggest that addiction to social networking platforms is widespread, affecting students' academic focus and overall performance.

The role of social media in students' academic lives is therefore a subject of growing interest. Understanding its impact is crucial because academic performance influences future educational opportunities, career prospects, and personal development. This article examines both the positive and negative effects of social media on students' study habits, attention, and learning outcomes, while also exploring strategies to promote responsible and productive use of these platforms.



## Problems

Social media platforms such as Facebook, WhatsApp, and Instagram are highly engaging and often divert students' attention away from their studies. Many students spend several hours daily scrolling, chatting, or watching videos, which reduces the time available for homework, assignments, and revision. This distraction can lead to procrastination, missed deadlines, and a general decline in academic focus, ultimately affecting their overall performance.

Excessive use of social media can develop into an addiction, where students prioritize online interactions over academic responsibilities. Addiction can manifest as compulsive checking of notifications, constant engagement in online discussions, or staying online late into the night. As a result, students may skip study sessions, reduce sleep, and fail to maintain consistent academic habits, which negatively impacts grades and learning outcomes. Students often rely on social media for information, but these platforms are flooded with false or misleading content. Exposure to inaccurate information can confuse students and affect their understanding of academic topics. Additionally, excessive reliance on social media may reduce critical thinking and analytical skills, as students spend more time consuming content passively rather than actively engaging in study or research.

## RESEARCH AND DISCOVERY

Essien (2025) from the University of Miami studied the effect of social media multitasking on students' academic performance. The research found that students who used social media during study sessions or lectures scored lower on assignments and tests. The study explained that multitasking divides attention, making it harder to concentrate on academic tasks. For example, students who frequently checked messages or social media notifications while completing homework often took longer to finish and made more errors. This shows that even small interruptions can significantly affect learning outcomes.

Galaviz (2025) explored how purposeful use of social media can positively influence students. The research revealed that students who used platforms for collaboration, sharing study materials, or group discussions reported better



understanding of subjects and more engagement in academic activities. For instance, students in WhatsApp study groups shared notes, solved problems together, and clarified doubts outside class hours. This demonstrates that social media is not always harmful; when used intentionally, it can enhance learning and academic interaction.

Ahmad and Murad (2020) examined the relationship between social media usage, time management, and cognitive load. They found that social media multitasking increased extraneous cognitive load, which distracted students and reduced the mental space available for learning. At the same time, students who managed their time effectively could maintain higher levels of germane cognitive load, which directly contributes to understanding and memory. For example, a student who limited social media use to short breaks could complete assignments efficiently while still engaging online for academic purposes.

In summary, these studies indicate that social media has both positive and negative effects on students. Uncontrolled use and multitasking reduce focus and academic performance. However, purposeful use, proper time management, and structured online interactions can support learning, collaboration, and access to resources. The key factor is how students balance social media use with their academic responsibilities to maximize learning outcomes.

### Solutions

Students should create a structured study schedule that allocates specific time slots for social media use and study. Using time management tools such as calendars, reminders, or apps that block social media during study hours can help maintain focus. Setting realistic daily goals for study and online activities ensures that students balance academic work with social interactions.

To combat social media addiction, students can practice self-discipline by limiting screen time and taking regular breaks from online platforms. Parents and educators should encourage productive alternatives, such as participating in extracurricular activities, e-learning courses, or skill development programs. Awareness campaigns on the negative effects of excessive social media use can also help students understand the importance of prioritizing academics.



Students should verify information from credible sources before accepting it as true. Educators can integrate digital literacy programs into the curriculum to teach students how to critically evaluate online content. Encouraging research-based learning, discussion forums, and collaborative academic projects can strengthen students' analytical skills and reduce reliance on unverified social media content.

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