THE IMPACT OF SOCIAL MEDIA ON STUDENTS

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Abstract

This paper explores how social media influences students' academic outcomes. Platforms such as Instagram, TikTok, Facebook, and Telegram are commonly used by learners for communication, entertainment, and educational purposes. While these networks can enrich education by offering access to information and fostering collaborative learning, excessive engagement may undermine concentration, time management, and academic success. The study discusses both the advantages and drawbacks of social media use and emphasizes the need for balanced and responsible engagement.

Keywords: social media, students, academic achievement, education, online learning

Аннотация

В статье анализируется воздействие социальных сетей на академическую успеваемость студентов. Instagram, TikTok, Facebook и Telegram активно применяются учащимися для общения, досуга и получения знаний. С одной стороны, они открывают доступ к образовательным ресурсам и способствуют совместному обучению, с другой — чрезмерное использование может снижать концентрацию внимания, усложнять управление временем и негативно отражаться на результатах учебы. Рассматриваются как положительные, так и отрицательные стороны применения социальных сетей, подчеркивается необходимость их рационального использования.

Ключевые слова: социальные сети, студенты, академическая успеваемость, образование, онлайн-обучение

Annotatsiya

Maqolada ijtimoiy tarmoqlarning talabalar o'quv faoliyatiga ta'siri tahlil qilinadi. Instagram, TikTok, Facebook va Telegram kabi platformalar talabalar tomonidan muloqot, dam olish va ta'lim maqsadlarida keng qo'llaniladi. Ijtimoiy tarmoqlar ta'lim jarayonini boyitishi mumkin, biroq ularni ortiqcha ishlatish diqqatni susaytirishi, vaqtni noto'g'ri taqsimlashga olib kelishi va natijada o'qish samaradorligini pasaytirishi mumkin. Maqolada ijtimoiy tarmoqlarning ijobiy va salbiy jihatlari ko'rib chiqilib, ularni ongli va muvozanatli qo'llash zarurligi ta'kidlanadi.

Kalit so'zlar: ijtimoiy tarmoqlar, talabalar, akademik samaradorlik, ta'lim, onlayn ta'lim

Introduction

In the contemporary academic environment, social media has become deeply integrated into students' everyday routines. Platforms such as Instagram, TikTok, Facebook, and Telegram serve not only as tools for social interaction but also as channels for sharing educational resources and collaborating with peers. Consequently, social media exerts a notable influence on modern learning practices.

The debate continues regarding its overall impact on academic performance. On one side, social media can enhance learning by promoting collaboration, expanding access to information, and supporting online communities. On the other side, excessive use often results in distraction, reduced focus, poor time management, and lower academic achievement.

This article seeks to examine both the beneficial and harmful effects of social media on students' academic performance, aiming to provide insights for learners, educators, and parents on how to encourage responsible and effective use.

Negative Effects

Excessive reliance on social media often undermines students' ability to concentrate on academic tasks. Beyond simple distraction, constant notifications and the urge to check

updates fragment attention and reduce deep learning. Kirschner and Karpinski (2010) demonstrated that students who spent significant time on Facebook not only had lower GPAs but also reported difficulties in maintaining consistent study habits. This suggests that social media can create a cycle of reduced focus and diminished academic persistence. Another negative consequence is the decline in critical thinking skills. When students depend heavily on quick information from social platforms, they may neglect thorough reading and analysis. This superficial engagement with knowledge can weaken their ability to evaluate sources and construct independent arguments. Paul, Baker, and Cochran (2012) emphasized that frequent interruptions caused by online networking reduce productivity and limit the depth of academic engagement.

Time Management Issues

Poor time management is one of the most evident drawbacks of excessive social media use. Junco (2012) found that students who devoted more hours to Facebook struggled to balance study and leisure, often prioritizing online interaction over academic responsibilities. This imbalance leads to procrastination, last-minute preparation, and lower-quality assignments.

Moreover, the addictive design of social media platforms — such as endless scrolling, algorithm-driven recommendations, and gamified interactions — encourages prolonged use. Students may underestimate the time spent online, resulting in missed deadlines and reduced efficiency. Over time, this habit can foster stress and anxiety, as learners attempt to catch up with academic obligations while still engaging in digital distractions.

Positive Effects

Despite these challenges, social media can serve as a powerful educational resource when used strategically. Junco (2012) highlighted that moderate use of networking platforms enables students to exchange study materials, collaborate on projects, and maintain motivation through peer interaction. This collaborative environment fosters a sense of community, which is particularly valuable in online or blended learning contexts.

Additionally, social media can enhance digital literacy. By navigating diverse platforms, students develop skills in communication, information management, and online collaboration — competencies that are increasingly essential in modern education and professional life. Paul, Baker, and Cochran (2012) noted that responsible use of social networks can strengthen peer support and group learning, creating opportunities for collective problem-solving and shared academic success.

Finally, social media provides access to global perspectives. Students can connect with international peers, follow academic pages, and engage with scholarly discussions beyond their immediate environment. This exposure broadens their worldview and encourages intercultural competence, which is crucial in today's interconnected society.

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