



SOCIAL MEDIA EXPOSURE AND ITS INFLUENCE AMONG UNDERGRADUATE STUDENTS

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ABSTRACT

This study examines the complex connections between undergraduate academic accomplishment and social networking site use. Examining how social media affects students' connections and friendships, academic achievement, physical and mental well-being, and interpersonal interactions is one of the research's main objectives. Random sampling was used to select participants for this study, and 87 students in all were engaged using a mixture of convenient sampling and random sample techniques. A self-created survey called "Social Media Usage and Influence on Undergraduate Students" was used to collect the data. The social media platforms that undergraduates utilize are revealed by the study. It also seeks to clarify the attitudes, customs, and patterns around student use of social media. Studies reveal that the most popular apps used by college students are WhatsApp (87.40%) followed by Facebook (80.50%), Instagram (89.70%), YouTube (80.50%), Twitter (26.40%), LinkedIn (40.20%), Google Plus (13.80%), Snapchat (46%), and any other's (14.90 %). Students use social media for between 2 – 3 hours a day on average. According to their perceptions, socialization (29%), information purpose (27%), academic goals (15%), business (8%), and entertainment (21%), are the main reasons people use social media. Internet addiction (41%), diversions (50%), antisocial behavior (9%), cyberbullying (0%), are just a few of the harmful effects of social networking sites on undergraduate education that the survey also uncovers. This study focuses at the motivations underlying online behavior, including the frequency, length, and platforms that are chosen. It addresses issues including anxiety, sadness, sleep habits, and exercise levels as it investigates the impact of social media on the emotional and physical well-being of students. The findings are intended to give professionals, teachers, and student's useful knowledge for navigating the digital world wisely. This study gives an extensive overview of how social networking networks are incorporated into everyday activities, which is crucial information for improving student results and awareness in the age of digital media.

KEYWORDS: Social media, Undergraduate students, Influence, Internet use, communication

INTRODUCTION

The sharing of information, feelings, ideas, and opinions by individuals or groups is referred to as communication. It takes place through written or spoken words, motions, signs, or other communication methods, with the goal of encouraging mutual understanding and knowledge among participants. Communication, building connections, solving issues, and the presentation of thoughts and intentions are all facilitated by effective communication.

Verbal Communication: "The main means by which people transmit thoughts, information, and feelings is through spoken language. It includes a broad spectrum of contacts, including one-on-one talks, group discussions, formal presentations, and casual chats. Verbal communication is essential for building relationships, advancing understanding, and successfully communicating difficult ideas, whether it takes place in person or over the phone or via video calls. Nonverbal cues, such as facial expressions, facial gestures, and subtle subtleties, are just as important in improving understanding and clarity in social interaction as verbal cues like tone and intonation. Together, these

components support effective relationship- and communication-building in a variety of social and professional contexts". Includes the communication of messages through spoken speech. Face-to-face interactions, calls, calls with video, and voice messaging are a few examples.

Nonverbal Communication: Human relationships depend heavily on nonverbal communication, which is the exchange of ideas, feelings, and information via gestures, posture, facial expressions, contact with the eyes, and other nonverbal cues. It frequently communicates emotion and significance more clearly than spoken words. Nonverbal cues, such as scowling to show disapproval or nodding to indicate agreement, add crucial context and improve understanding in social situations and conversations. For example, a genuine smile conveys warmth and friendliness, whereas crossed arms may be interpreted as defensiveness or disagreement. It's essential to interpret these cues correctly in order to navigate social situations, form connections, and strike up a conversation with someone. Effective communication relies heavily on the use of nonverbal indicators like posture, eye contact, facial emotions, body language, and gestures.



Written Communication: Transmitting ideas, facts, and messages using written language via email, reports, letters, written notes, documents, essays, and text messaging, among other channels, is known as writing communication. It is an essential tool for clear and effective communication over time and distance in personal as well as professional settings. To guarantee that readers grasp the intended messages, careful consideration of language, structure, grammar, and tone is necessary for effective writing communication. By enabling documentation, data interchange, decision-making, and collaboration between people and organizations in a variety of circumstances, this improves the effectiveness of communication. Includes the written word as a means of message conveyance. Emails, letters, notes, reports, articles, and text messages are a few examples.

Visual Communication: A variety of tools, including pictures, films, graphical representations, and illustrations, are used when conveying concepts and information visually. Its main objective is to effectively communicate concepts, details, and messages to viewers by simplifying and making useful information that is complicated understandable. This kind of communication is widely utilized to improve understanding, engage audiences, and quickly communicate information in a variety of areas, including business, higher learning, journalism, advertising, and design. Visual communication uses components like layout, color, text, and images to create compelling tales that facilitate communication and decision-making.

Interpersonal Communication: The process by which individuals communicate meaning, feelings, and information through oral and nonverbal communications is known as interpersonal communication. Both in-person encounters and mediated methods, such as phone conversations or video chats, involve this exchange. Building rapport, expressing feelings, exchanging ideas, and understanding other people's viewpoints are among the main goals of interpersonal communication. Skills like active listening, compassion, clear pronunciation, and the capacity to modify communication tactics depending on the situation and people involved are essential for effective interpersonal communication. In both professional and personal contexts, it is essential for promoting trust, understanding, and cooperation. Entails face-to-face, direct communication involving two or more people. It places a strong emphasis on developing relationships, expressing feelings, and disclosing private information.

The term "social media" define a kind of mass communication that takes place mostly on social networking and micro blogging websites. These platforms are used by users to exchange thoughts, knowledge, private conversations, and multimedia files like videos. Social media emphasizes using these platforms and related tools to interact with and attract people, while social networking usually includes users forming communities. Despite their similarities, social media and social connecting are not the same. Digital platforms that facilitate content creation, sharing, and interactions are referred to as social media. These websites

enable activities like social media, exchange of knowledge, and community building by facilitating communication using text, images, videos, and various other multimedia formats. The social media platform, Twitter, LinkedIn, Facebook, and WhatsApp are a few notable examples.

This study aims to investigate the many aspects of social media use among undergraduate students and how it affects their entire college experience, interpersonal relationships, and academic success [1]. Through an examination of social media usage patterns, attitudes, and practices, this research aims to shed light on how undergraduates use communication tools and what happens as a result of such use. Determining the benefits and drawbacks of students' digital involvement requires an understanding of the distinctive patterns and behaviors linked to social media use. This study focused into how often and for how long student's use social networking sites, as well as which platforms they prefer.

This study aims to explore the effects of social media use on the overall experience of college, interpersonal connections, and academic performance of undergraduate students. It investigated usage, habits, attitudes, and behaviors on social media to provide insight into how students interact with communication technology and the effects of that interaction. The study focused at how often and for how long students use social networking sites, which platforms they use most frequently, and why they behave the way they do online [2]. Furthermore, the research evaluated the connections between social media usage habits and measures of academic achievement, such as study efficiency and grades. Social networking sites platforms have transformed communication and social interaction, creating a more international social atmosphere. Students use social media extensively for educational communication and interpersonal connections [3]. Social media now plays a major role in people's life, frequently resulting in addiction because it draws users in and takes up their time. This addiction can be classified as an Internet addiction since it is typified by obsessive and excess consumption of social media platforms. Many people find it difficult to set time limits for using social media, and they frequently overlook its detrimental impacts. In addition to escalating mental health conditions including anxiety and despair, social media has completely changed many facets of daily existence. It significantly affects both consumer decision-making and political dynamics [4]. Social media's ability to facilitate direct and active interactions has fundamentally altered the way that marketers and customers communicate. This enables marketers to successfully incorporate user-generated material and real-time feedback into their campaigns. As a result, the internet plays a crucial role in shaping customer behavior, fostering brand loyalty, and promoting market trends through dynamic and responsive interactions.

Human interaction has altered dramatically as a result of the expansion of social networking sites and the globalization for the internet-based media industry. Now a day's students have never-



before-seen chances to interact with peers throughout the globe, creating new prospects for academic endeavors and teamwork. Social behavior, learning, and communication have all been profoundly impacted by technological advancement. As digital tools are increasingly being used in higher education, instructional techniques and distance learning are growing in popularity [5]. The globe has become smaller as a result of social networking platforms' globalization of social interactions and transformation of how people participate through constant contact.

Particularly social media has had a big impact on students' lives, impacting both their social and academic lives. This effect highlights the significant shifts that technology has brought about in today's society [6].

Many young people now consider online social networking platforms like WhatsApp as well as Instagram to be essential tools for communication and information access, especially for undergraduate and graduate students. Students must, however, priorities protecting their personal information, use caution while interacting online, and report any abuse or cyberbullying as soon as they become aware of it. Prioritizing internet safety procedures will help students have a safe and happy time on social networking sites as they pursue higher education. Undergraduate students can profit from social media's abundance of knowledge, opportunities for networking, and industry trends, but there are drawbacks as well, like false information, privacy issues, and diversions.

Students should improve their privacy settings, impose usage restrictions, and critically assess the validity of information sources in order to reduce these hazards. Students may use social media responsibly, stay informed, and be motivated to learn by practicing active management.

Best practices should be followed by undergraduate students to optimize social media's advantages while lowering its hazards. Effective time management is essential for maximizing productivity without sacrificing academic obligations [7]. Keeping up a polished online image can help you find mentorship and employment prospects. Content analysis facilitates audience-specific online activity customization. Mindful usage is encouraged through setting boundaries and acting with purpose.

Participating in pertinent communities demonstrates abilities and successes. LinkedIn and other platforms provide resources for career growth. Professional networks are expanded by involvement in organizations and online groups. It is imperative that students prioritize internet safety since they must safeguard their personal data and watch out for cyberbullying. Fostering a culture of reporting such instances helps create a safer online space.

You seem to be emphasizing the advantages of utilizing social media for professional advancement, such exhibiting your

abilities and experiences to possible employers. Developing a solid online presence, connecting with industry experts, and leveraging social networking sites for employment searches and marketing are all effective ways to improve both academic and professional success.

We will also assess the effects of social media on learning and social interactions. Social media can help with networking and making new friends, but it can also result in cyberbullying and shallow connections, both of which are bad for one's mental health. In studying how social media affects kids, these problems need to be taken into account.

The goal of your research is to offer a thorough understanding of the effects that social networking sites have on students' physical and mental health. You anticipate learning a range of insightful information regarding the wider effects of student social media usage by looking at things like depression, anxiety, and sleeping patterns, levels of activity, and student perspectives[8].

Particularly among undergraduate students, the emergence of social media has had a significant impact on how people engage, communicate, and share knowledge. The extensive use of these platforms raises questions regarding their implications on academic achievement, physical and mental health, and general well-being, even while they are beneficial for socializing, entertainment, and academic collaboration. Social networking sites like WhatsApp, YouTube, Instagram, Twitter, Facebook, LinkedIn, Snapchat, a messaging and Skype have many advantages, but they also have disadvantages like addiction, a decrease in personal communication, and a rise in cyberbullying[9].

Similar to internet addiction, social media addiction is a rising worry as people find it difficult to limit the amount of time they spend on these platforms, frequently ignoring other crucial elements of their lives in the process. Despite these issues with behavior, social media has greatly. The usage of social media by undergraduate students' offers a complex reality that affects many facets of their lives and has both major advantages and disadvantages. Positively, social media sites like Facebook, LinkedIn, and YouTube are become indispensable tools for education.

They improve students' academic success by giving them access to tutorials, professional connections, and cooperative study groups [10]. By fostering virtual communities and increasing awareness of mental health issues, these platforms also act as support networks. They also offer emotional support. Social media also encourages physical well-being by disseminating advice on diet and exercise. In terms of networking, it provides unmatched chances and access to resources for skill development, both of which are essential for job progression. But the drawbacks are just as significant.



An excessive amount of social media use can cause distractions, procrastination, and a drop in academic performance. Because of the constant examinations, online harassment, and unfavorable comments, it can make mental health conditions like anxiety and depression worse. Extended use of screens can also have a negative impact on physical health by promoting a sedentary lifestyle and raising the risk for obesity and associated conditions. Social media helps people form groups and keep relationships alive, but it can also counteract in-person contacts and weaken communication skills.

Cyberbullying is still a serious emotional and mental health issue. Students' views on social media are divided; while some think it's important to keep connected and informed, others find it unpleasant and disturbing. In order to ensure undergraduate students' academic and personal success, a balanced approach is necessary to maximize social media's advantages while minimizing its disadvantages. Social media use by undergraduate students has both advantages and disadvantages.

Social media sites like Instagram, LinkedIn, Facebook, and YouTube have developed into indispensable resources for education. They make it easier to engage with experts, permit involvement in cooperative study groups, and give access to lectures and educational resources. This improves academic achievement and supports conventional classroom learning. Furthermore, social media creates vital support networks by bringing mental health concerns to light and offering emotional support via virtual groups. These online settings help students study more cohesively and effectively by fostering a sense of belonging and lowering emotions of loneliness.

LITERATURE REVIEW

The investigation's goal will be learn more about how young people see, use, and prefer social networking platforms. A self-administered questionnaire was used to gather data during in-person interviews is based on both technical and associative aspects, the analysis disclosed the respondents' views and preferences for different social networking sites[11]. The study's conclusions provide web designers with insightful advice on how to improve features, layout, and information in order to increase user preference as well as usage. Furthermore, the study offers suggestions for improving social networking sites' usability, uniqueness, appeal, and interaction. Social networking sites have become indispensable tools for communication in people's daily lives in recent years[12]. The popularity of websites like WhatsApp, Facebook, and Twitter, among others, has skyrocketed. Notably, popular networks like YouTube, Facebook, Instagram, and Twitter have grown significantly. Social networking sites and the Internet are now used by politicians, opening up new channels for participation in grassroots politics [13]. The purpose of this essay is to investigate how social media sites like Facebook, YouTube, and Twitter have affected Indian politics.

Anyone with a broadband connection can now interact with many thousands of people thanks to social media. Owing to its extensive use, social media is a highly sought-after tool for commercial purposes, especially for entrepreneurs looking to grow their companies. Business owners may grow their following, improve ad views, increase sales, and get a better return on investment by promoting their goods and services online. Social media platforms effectively and economically provide targeted customers with business and product information [14].

This study is to reevaluate how social networking sites affect academic performance. Its goal is to raise awareness of the impact social media has—both good and bad—on kids' academic achievement. Students use social media sites like Facebook, YouTube, Twitter, blogs, and research Gate in a constructive way to finish projects, share information, and share knowledge [15].

In addition, they use these websites to develop forums where academics can exchange resources, follow the research of others, participate in learning organizations, download study aids, and ask questions about particular subjects. The purpose of this study is to improve youth's comprehension of websites for social networking. It will not only list the benefits and drawbacks of different platforms but also offer suggestions for how best to utilize them.

Numerous young people utilize social media sites like the social media platform, LinkedIn, Twitter, Skype, and others; each has pros and cons of its own. It is important to provide young people a true picture of these sites. Social media platforms thus make it easier for students, teachers, and other people in the education sector to communicate with one another. As a result, a lot of institutions now keep up social media pages and groups on sites like Facebook, which allow faculty and students to communicate, share resources, and share ideas [16].

Internet addiction

Students' use of social media has broadened the definition of broadcast addiction to encompass internet addiction. This change may cause interruptions in the classroom, which would ultimately impair students' focus and performance [17]. Students frequently spend a large amount of time on social media instead of doing more useful tasks. Social network addiction can be time-consuming and detrimental to a person's life, claim Christakis and Moreno (2009). With the growing prevalence of social media among students as a means of staying connected to friends and family and monitoring status updates, the emphasis has changed from television consumption to internet reliance [18]. Overuse of online platforms is a common problem known as internet addiction, which can have detrimental effects on social, professional, and personal spheres. It may lead to an endless cycle involving online participation where connections and obligations in the real world are neglected. Loss of ownership of online activities, fixation, signs of withdrawal, and a reduction in performance at work or in school are some of the symptoms. The



internet's anonymity and quick pleasure have the potential to worsen addiction, making it more challenging to stop the cycle of dependency. Internet addiction is acknowledged as a mental health disorder with therapy, support networks, and digital detox programmers available for treatment, despite its widespread occurrence. In the digital age, identifying symptoms and getting expert assistance are essential steps to taking back control and developing a positive connection with technology.

Distraction

Students who use the internet excessively may find it difficult to focus on challenging coursework. This distraction can result in a major loss of productive time that could be used for learning and other constructive pursuits, which may lead to the pursuit of ineffective, occasionally immoral, or dishonest endeavors [19]. Social media sites, which students frequently use to kill time, may promote engagement in improper and non-educational activities, which lowers academic engagement. According to a 2015 investigation conducted by Owusu-Acheaw and Larson, social media use had a detrimental effect on students' academic achievement because most users used the platforms primarily for casual interactions rather than for instructional goals [20]. Social media has many advantages for college students, like interacting with classmates and getting information, but it can also be a big source of distraction. Students' performance in school, sleep quality, and general well-being can all suffer as a result of social media's frequent disruptions, overuse, and mental diversion. Students should use social media management techniques that are successful in order to lessen these harmful consequences. Students may better combine their online social networking use with their learning responsibilities and lead healthier, more productive lives by setting clear limits, turning off notifications during study hours, and designing a committed free of distractions study environment.

Cyber Bullying

Cyber bullying, which involves using electronic devices to abuse, threaten, or intimidate others, is a serious problem among kids. It can manifest itself in a number of ways, including phone profiles, offensive messages, rumors, and embarrassing pictures shared online [21]. Students may experience feelings of fear, anxiety, sadness, and even suicidal thoughts as a result, which can have a serious negative impact on their emotional well-being, self-esteem, and academic performance. Additionally, it may affect how pupils relate to their peers, causing them to feel alone or shunned. Educational institutions should put in place appropriate social media use policies, inform students of the dangers of cyberbullying, and offer victim support in order to avoid and treat the issue. For all students, this will result in a more secure and welcoming atmosphere.

Tokunaga (2010) defines cyberbullying as any activity that occurs when individuals or organizations utilize digital media to disseminate derogatory or abusive communications with the intention of causing others grief or suffering [22]. It can take many different forms, including issuing threats, harassing

someone sexually, disseminating false information, gossip, or rumors, and pushing other people to post offensive or unpleasant things. Cyberbullying among kids is frequently linked to their growing access to social media platforms, according to Lenhart, Duggan, Perrin, Stepler, Rainie, and Parker (2015)[23]. Cyber bullying, which involves using digital communication to harass, threaten, or bully others, is a serious problem for learners at the College. Suicidal thoughts, elevated stress, anxiety, and sadness may result from this. Universities may combat cyberbullying through educating students, putting in place explicit guidelines, offering assistance, and encouraging a supportive online environment. By doing this, they may provide their students with a more secure and encouraging online learning environment, which will eventually improve their general wellbeing and academic achievement.

Social Behavior

Anti-social behavior is defined as acts that cause disruption or injury to communities, individuals, or society [24]. The act of Vandalism graffiti, harassment, intimidation, loud changes and drug-related activities are just a few of the ways it manifests itself. The standard of life for individuals impacted by anti-social behavior can be greatly impacted, leading to stress, anxiety, and terror. Additionally, it may result in a collapse of trust and communal cohesion [25].

A multifaceted strategy is needed to address anti-social behavior, including community involvement, effective law enforcement, education, and encouragement services. Promoting constructive behavior, helping those in need, and tackling the root causes of anti-social behavior—poverty, inequality, and a lack of opportunities—should be the main objectives of prevention initiatives[26]. By working together, communities can make their surroundings safer and more peaceful for everyone. Your investigation of the impact of social media sites on undergraduate students requires a thorough understanding of social behavior. Social behaviors that are noticed in face-to-face interactions may not always translate to these platforms. The way users interact, like, comment on, and engage with content can have an effect on their general well-being and achievement in school.

Examining the ways in which social media platforms impact students' social behavior—including aspects like peer influence, social comparison, online identity building, and social skill development—might be helpful. Gaining insight from these exchanges will enable you to comprehend social media's wider impact on students' lives.

Writing and Spelling Skills Deficiency

Spelling and writing mistakes can seriously delay achievement in professional as well as academic settings. It can be difficult that students who trouble with these foundational abilities to articulate their ideas precisely and effectively, which can result in misunderstandings and poor communication [27]. In addition to having a detrimental impact on the standards of tests and assignments, poor writing and grammar can also cause students to feel less confident and receive worse grades [28] Moreover, as



the majority of occupations require exceptional communication skills, these deficiencies could hinder your career advancement. To overcome these obstacles, focused study and practice are needed to increase productivity and overall success in both the classroom and the workplace. Even for graduate students, poor writing and spelling abilities present significant challenges. Numerous factors, including a lack of expertise, communication issues, learning disabilities, internet reliance, and concentration deficits, contribute to these challenges. A thorough plan that includes additional practice chances, technological support, and specialized training is needed to overcome these challenges. Creating a welcoming, inclusive learning environment is also necessary to improve writing and spelling skills. By addressing these problems, teachers can help students become better writers and spellers, which will boost their academic progress.

Statement of the problem

The problem statement, which describes the particular problem or issue that the study attempts to address, is frequently an important part of research. It gives the research background and aids in defining its goals and parameters. When it comes to internet addiction, a problem statement could include information on how common it is, how it affects people's lives, what causes it, and how effective intervention techniques are needed? By giving students access to vital information and fostering relationships with classmates and educational systems, social networking site use in schools improves learning. Social media platforms provide educators and learners with multiple avenues to enhance their pedagogical approaches. Some students, however, now prioritize unnecessary, illegal, and non-educational activities over educational use. These pupils don't use social media for learning; instead, they focus on other things. Social media can have a negative effect on academic performance even if it also has the ability to improve student learning through interactions. In light of this, the study looks at how social media is used and influenced by undergraduate students. Due to the widespread use of online platforms, there has been an alarming increase in internet addiction, which is defined as excessive and obsessive internet usage that negatively impacts one's social, professional, and personal well-being.

RESEARCH OBJECTIVES

1. To assess how often undergraduates use social media.
2. To analyze the perceived purposes of social media usage among undergraduates.
3. Analyzing the impact of social media on undergraduate students.
4. To examine the how many hours do you spend on social media per day.
5. To what extent has social media affected your self – esteem?
6. To examine the how useful social media for learning.
7. To analyze the disadvantages of Social media.
8. To examine the emotion do Social media usually induce in you.

RESEARCH QUESTIONS

The following research questions were developed to guide the study

1. What is the Assess of social media in Institutions?
2. What are the purposes of social media usage among undergraduates?
3. How many hours spend on social media per day?
4. What extent has social media affected your self –esteem?
5. What is the influence of social media on undergraduate students?
6. How useful social media for learning?
7. What is the disadvantage of Social media?
8. Which emotion do Social media usually induce in you?

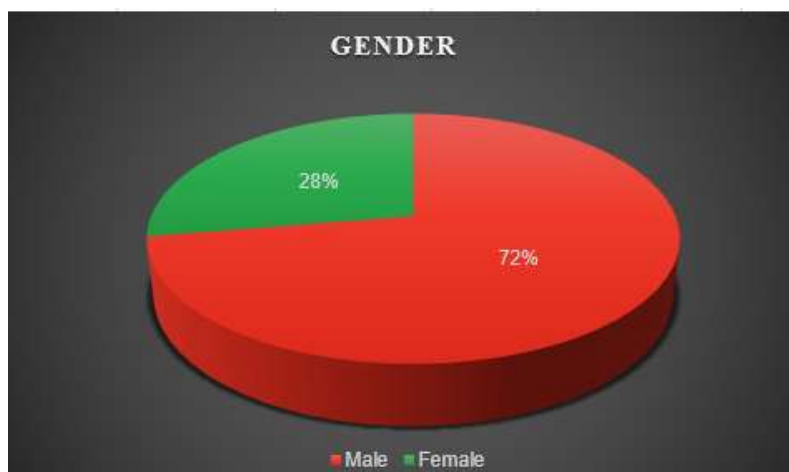
METHODOLOGY

Questionnaire is made on "Social Media's Usage and Influence on Undergraduate Students" to collect the data. Randomly selected undergraduate students are included in the study's population. College students were chosen at random for the analysis. Descriptive statistics—counts of percentages and frequencies, in particular—were used to analyses the collected data.

RESULT

We received 87 responses from the students of universities / Institutions. From the results it is observed that there are 72% male participants and 28% female participants in the data.

GENDER	FREQUENCY	PERCENTAGE
MALE	63	72.00%
FEMALE	24	28.00%



Research question 1: what is the Assess of social media uses in your institute?

Answer of this question, analyzed by the help of bar graph shown in the fig (1)

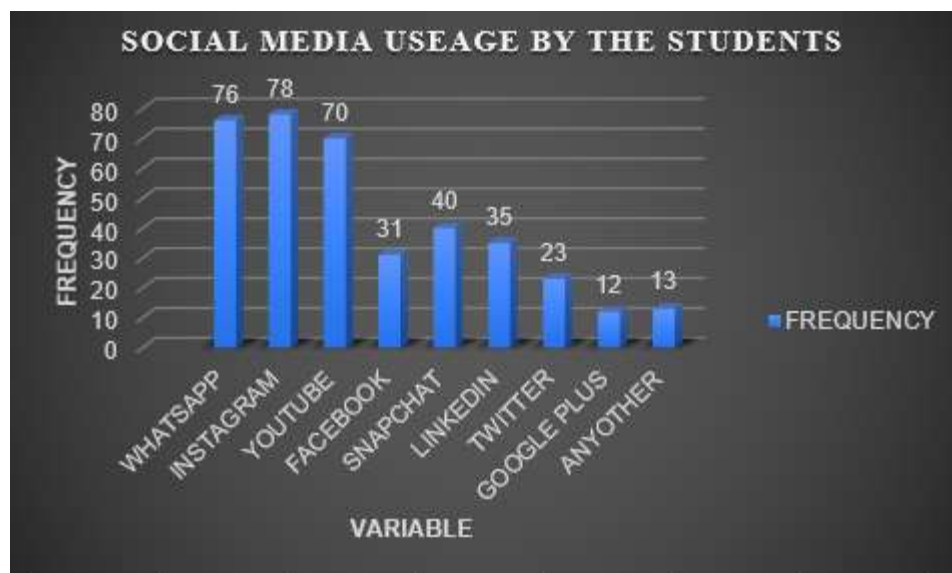
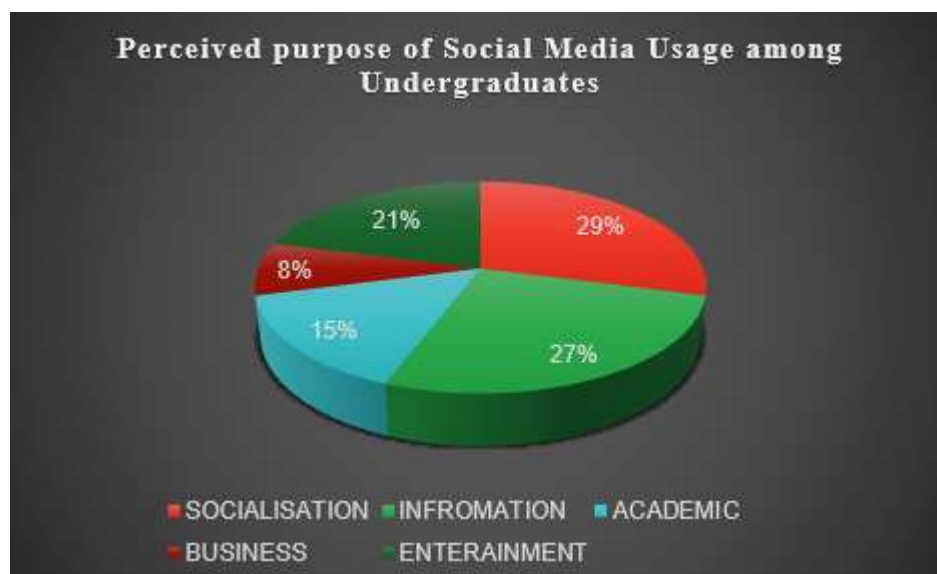


Fig (1)

As seen in Figure 1, the four social networking platforms that students use most often are Instagram, YouTube, Facebook, and WhatsApp. The evaluation of undergraduate social media users reveals interaction between the platform's advantages and disadvantages. Social media platforms facilitate professional growth, collaborative learning, and social connections, all of which improve prospects for education and employment. However, excessive use can lead to detrimental effects such as distractions that hinder learning, increased feelings of fear and

hopelessness, irregular sleep patterns, and physical health problems from sedentary behavior. Furthermore, the widespread practice of cyberbullying poses a serious risk to students' safety. Consequently, even if social media could be a very helpful tool for learning and developing oneself, Facebook usage by students must be done properly, with the aid of university-provided resources and policies aimed at minimizing negative effects.

Research question 2: What is the Analyze of the perceived purposes of social media usage among undergraduates?
Answer of this question, analyze by the help of PIE Chart as shown in the fig (2)



Fig(2)

Figure 2 shows that a large percentage of undergraduate students use social media platforms mostly for academic, informative, and socialization purposes. This is consistent with the widespread tendency among young people to utilize social media primarily for family and friend connections. This pattern could explain why socializing is prioritized as the main use case for these platforms. An analysis of the undergraduates' social media usage reveals a variety of goals. These platforms are used by students for academic cooperation, career advancement, social networking,

and news and information access. In addition, social media provides a forum for networking, self-expression, and customer behavior influence. Even though these varied applications show how important social media is to students' lives, it's important to weigh its benefits against its careless use. By doing this, students may minimize any possible harm to their academic performance and general well-being while yet maximizing the positive effects of social media.

Research question 3: Time Consumed by Undergraduates on Social Media in a per Day
Answer of this question, assess by the help of PIE CHART as shown fig (3).



Fig (3)



The average amount of time undergraduates spend on social media platforms each day is seen in Figure 3. According to the pie chart, most students use social networking sites for between one and two hours a day on average, however a great portion use them for two to three hours.

Undergraduates' daily social media usage can vary significantly based on various factors, including age, academic workload, personal interests, and social media habits. Here are some key findings from different studies:

Research question 4: what extent does social media influence affected your self-esteem?

Answer of this question, assess by the help of PIE CHART as shown fig (4).

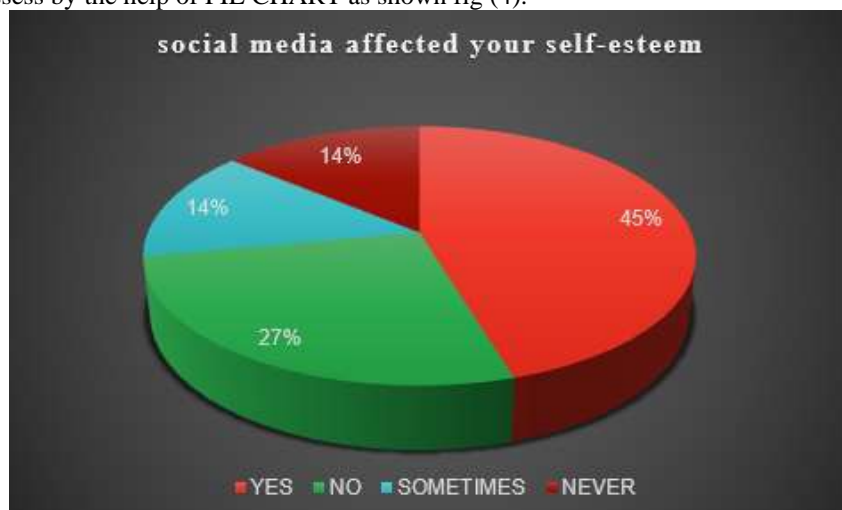


Fig (4)

It is accurate to say that self-esteem can be greatly impacted by social media, both favorably and unfavorably. The impact of social media on self-esteem varies from person to person and can be affected by a variety of factors, including usage patterns, personality features, and prevailing mental health issues. Even

while social media may be a useful and motivating tool, it's crucial to be aware of any potential risks and take preventative measures in order to keep a positive and healthy connection with it.

Research question 5: what is the influence of social media on undergraduate students?

Answer of this question, assess by the help of PIE CHART as shown fig (5).

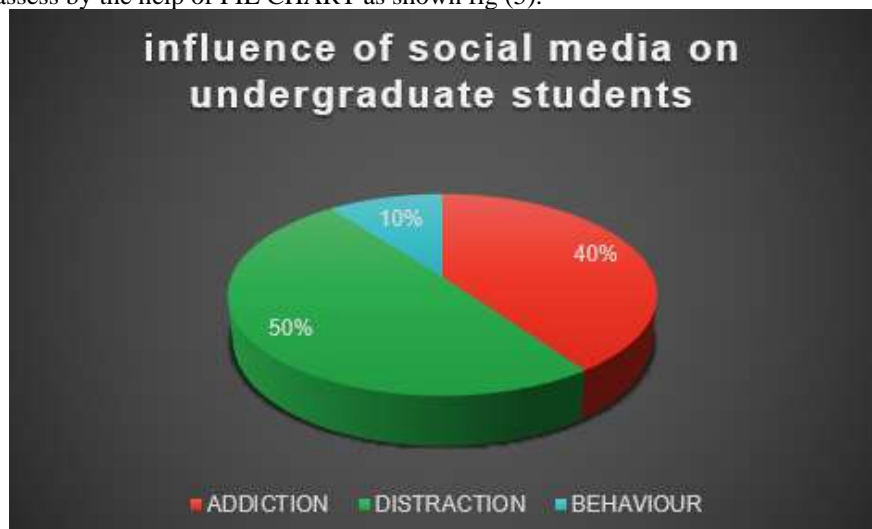


Fig (5)



According to the results shown in Figure 5, internet dependence and distraction are the main consequences of social media platforms on undergraduate students who participate in the study. Some participants freely admit to using social networking sites to communicate during lectures on a regular basis, and others

repeatedly put off doing their assignments in order to spend extra time on these websites. Moreover, some participants said that their primary use of social media is for recreational objectives rather than academic ones. These numbers highlight how easily distracted and reliant on social media college students.

Research question 6: how helpful social media is to education?

Answer of this question, assess by the help of PIE CHART as shown fig (6).

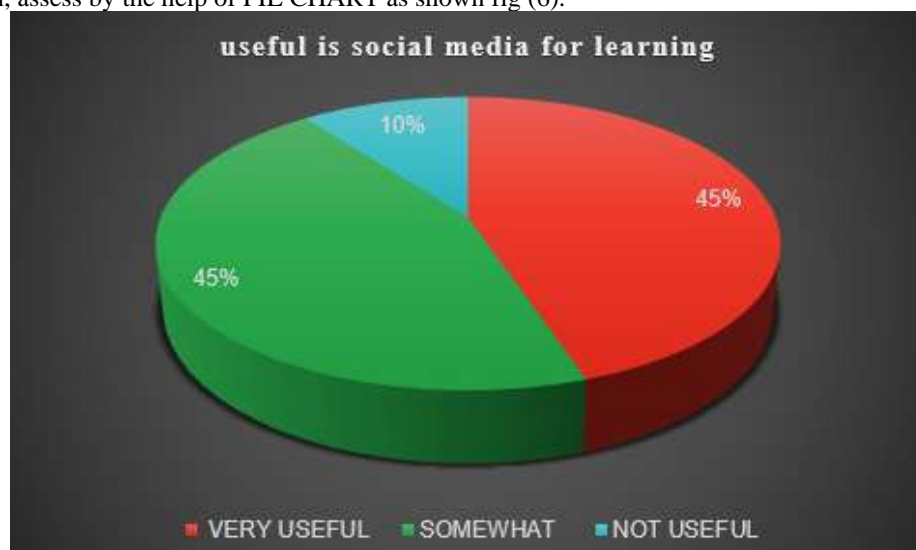


Fig (6)

Social media provides a wealth of options to promote communication, collaboration, and resource accessibility to improve learning. But it's important to use technology sensibly, weighing its benefits against any potential downsides and putting the needs of the kids first.

Social media is crucial for education and professional development since it facilitates communication, knowledge transfer, and skill acquisition between teachers and students. Social media provides educational benefits to students by facilitating communication, teamwork, and access to educational materials. However, it is crucial that students use technology sensibly, being aware of the potential distractions and

exercising restraint, in order to safeguard their mental and physical well-being.

'Audience connectors,' such as Facebook and WhatsApp, are responsible for bring learning possibilities to life. Not only could children be tempted to copy knowledge, but there's also a chance that too many stimuli could cause their attention spans to diminish. Despite this, social networking sites are being included into courses at colleges and other educational facilities to improve communication and student life. Teachers must handle issues like plagiarism by offering advice and education on academic integrity. When used properly, social networking sites may be a useful tool for both business and educational growth.

Research question 7: what is the disadvantage of Social media?

Answer of this question, assess by the help of PIE CHART as shown fig (7).

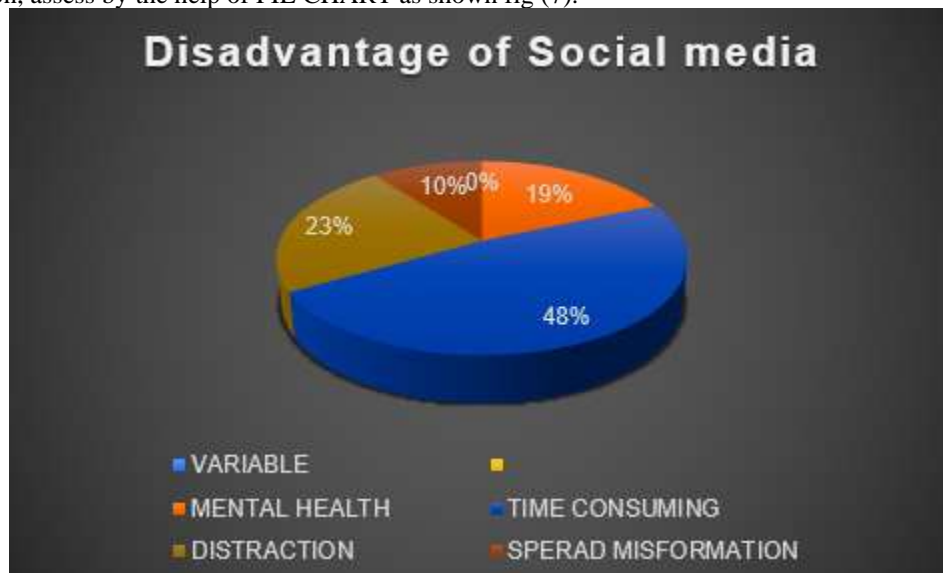


Fig (7)

According to the results shown in fig (7), numerous benefits, including improved connectivity, information availability, and professional networking opportunities, are provided by social media. But it also has a number of noteworthy drawbacks. These include negative consequences for one's physical and mental well-being, diversions that can impair one's ability to study, threats of bullying and private misuse, and the dissemination of false information. Furthermore, social media use, especially among younger users, might have an impact on social skills and self-esteem.

People must utilize social media in a responsible manner in order to address these issues. To establish policies and increase public understanding regarding responsible social media use, legislators, our parents, and educational organizations should collaborate. By doing this, users can maximize social media's benefits while reducing its drawbacks and safeguarding their privacy and well-being.

Research question 8: which emotion do Social media usually induce in you?

Answer this question, analyzed by the help of bar graph in fig (8).

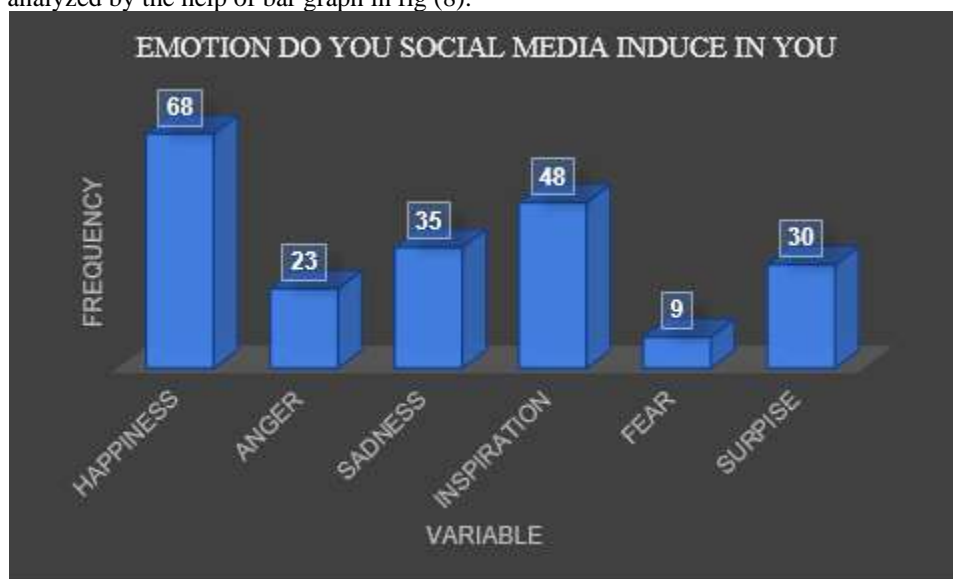


Fig (8)



According to the results shown in fig (8), Positive emotions like connection and enjoyment as well as negative ones like fear and despair are all experienced by social media users. The way people use social media, the type of relationships they have there, and their unique circumstances all have a big impact on the psychological effect of the platform. Even though social media has many advantages, like fostering global connections and giving people a platform for self-expression, it's important to be aware of any potential disadvantages. People can better navigate the digital world and preserve their wellbeing by recognizing and controlling the emotional reactions that social media elicits.

DISCUSSION

This section delves into the results obtained from surveys, interviews, and analyses of statistics to offer a thorough grasp of the ways in which social media usage impacts several facets of undergraduate students' life [29]. The study also discovered that social media's ability to cause dependence on the internet and distraction has a major negative influence on undergraduate education [30]. Many participants acknowledged that they spent hours every day using social networking sites, frequently just to pass the time. As a result, many delayed completing their academic responsibilities while browsing social media. Similarly, the poll found that the main uses of social media among undergraduates were for academic, social, and informative objectives. Their usage pattern suggests that social media is very important to them, which could help to explain why it has such a big impact on their academic achievement.

CONCLUSION

The study looks at how students use social media and how that affects their academic achievement. It draws attention to how students utilize diverse platforms for a range of objectives, which has an impact on their academic output. The most widely used platforms for social networking, information sharing, and academic work are Facebook, Twitter, Instagram, YouTube, and WhatsApp. The results offer valuable insights on how to minimize any detrimental effects of social media use while optimizing its use to improve academic attainment.

Students utilize social media platforms for up to two hours a day on average, based on the poll, which can cause addiction and diversions. This emphasizes how critical it is to use social media in a responsible manner in order to prevent negative effects on academic performance.

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