

Effects of Social Media on Students' Learning Habits

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Abstract

Social media has become an integral part of students' daily lives. Platforms such as Facebook, Instagram, YouTube, and WhatsApp are widely used for communication, entertainment, and educational purposes. This study investigates the effects of social media on students' learning habits. Using a descriptive survey method, data were collected from 120 college students through a structured questionnaire. The findings indicate that moderate and purposeful use of social media can enhance collaborative learning and access to educational resources, whereas excessive use negatively affects concentration, time management, and academic performance. Social media has become an integral part of students' daily routines, significantly influencing their academic and personal lives. Platforms such as Facebook, Instagram, YouTube, and WhatsApp are widely used for communication, entertainment, and educational purposes. This study examines the effects of social media usage on students' learning habits, including study time, concentration, time management, and academic performance. A descriptive survey method was employed, and data were collected from undergraduate students using a structured questionnaire. The findings indicate that moderate and academic-oriented use of social media can enhance collaborative learning, information sharing, and access to educational resources. However, excessive and non-academic use negatively affects concentration, reduces study time, and may lead to lower academic achievement. The study concludes that while social media offers educational benefits, balanced and disciplined usage is essential to maintain effective learning habits and academic success.

Keywords: Social Media, Learning Habits, Academic Performance, Students, Digital Education

1. Introduction

In the digital era, social media plays a significant role in shaping students' academic and social experiences. Students frequently use social networking platforms to share information, participate in discussions, and access learning materials. However, excessive engagement may lead to distractions, reduced attention span, and poor study habits.

Learning habits refer to consistent study behaviors such as time management, concentration, note-taking, and revision practices. This research explores whether social media usage positively or negatively influences these habits. The rapid advancement of digital technology has transformed the

way students communicate, access information, and learn. Social media platforms such as Facebook, Instagram, YouTube, and WhatsApp have become an essential part of students' everyday lives. These platforms are not only used for social interaction and entertainment but also increasingly for academic purposes, including sharing study materials, watching educational videos, participating in group discussions, and collaborating on assignments.

In today's digital era, students often multitask between studying and browsing social media, which may affect their ability to focus deeply on academic tasks. On the other hand, educational content available online has made learning more interactive and accessible. Therefore, social media can have both positive and negative effects depending on the purpose, duration, and manner of its use.

This study aims to examine the effects of social media on students' learning habits and to determine whether its usage enhances or hinders academic performance. Understanding this relationship is important for educators, parents, and students to promote responsible and productive use of social media in education.

2. Objectives of the Study

1. To examine the extent of social media usage among students.
2. To analyze the impact of social media on students' study time and concentration.
3. To determine the relationship between social media use and academic performance.
4. To provide suggestions for balanced usage.

3. Research Questions

1. How much time do students spend daily on social media?
2. Does social media usage affect study habits?
3. Is there a significant relationship between social media use and academic achievement?
4. For what purposes do students use social media (academic vs. non-academic)?
5. Does social media usage affect students' concentration during study time?
6. Is there a relationship between the amount of time spent on social media and academic performance?
7. How does social media influence students' time management and assignment completion?
8. Do students perceive social media as helpful or distracting for their learning?
9. Is there a significant difference in learning habits between students who use social media moderately and those who use it excessively?

4. Hypotheses

H₀: There is no significant relationship between social media usage and students' learning habits.

H₁: There is a significant relationship between social media usage and students' learning habits.

5. Review of Literature

Previous studies reveal mixed findings. Some researchers suggest that social media enhances collaborative learning and knowledge sharing. Educational videos and discussion forums improve understanding of complex topics. However, other studies report that excessive use leads to procrastination, reduced academic focus, and lower grades. Thus, the impact depends on usage patterns and purpose. The impact of social media on students' learning habits has been widely examined in recent years. With the rapid growth of platforms such as Facebook, Instagram, YouTube, and WhatsApp, researchers have explored both the positive and negative implications for academic development.

Several studies suggest that social media can enhance collaborative learning and academic engagement. Researchers have found that students who participate in online discussion groups and access educational videos tend to improve their understanding of complex subjects. Social media platforms provide opportunities for peer interaction, knowledge sharing, and quick access to academic resources. Educational content, recorded lectures, and tutorial videos have made learning more flexible and accessible beyond classroom boundaries.

On the other hand, many studies highlight the negative effects of excessive social media usage. Research indicates that prolonged use can lead to distraction, reduced attention span, procrastination, and poor time management. Students who spend more time on non-academic activities such as browsing, chatting, and entertainment often report lower academic performance. Some studies also show a negative correlation between high social media usage and grade point average (GPA).

Furthermore, literature suggests that the purpose and duration of use play a crucial role. Moderate and academically focused use of social media tends to support learning, while uncontrolled and excessive usage negatively impacts study habits. Time management and self-

regulation are identified as key factors influencing whether social media becomes a learning tool or a source of distraction.

Overall, previous research presents mixed findings, indicating that social media has both beneficial and harmful effects on students' learning habits. Therefore, further investigation is necessary to understand how usage patterns influence academic performance and study behaviors in different educational contexts.

6. Research Methodology

Research Design

Descriptive survey method.

Sample

120 undergraduate students selected using random sampling.

The study was conducted in a degree college where the total population included 300 undergraduate students from Arts, Commerce, and Science streams. From this population, 120 students were selected using the lottery method of simple random sampling. Each student was assigned a number, and numbers were randomly drawn until the required sample size was reached

Sample Distribution (Example Table)

Stream	Number of Students
Arts	40
Commerce	40
Science	40
Total	120

Gender Distribution (Example)

Gender	Number of Students
Male	60
Female	60
Total	120

Tools for Data Collection

Self-structured questionnaire

5-point Likert scale (Strongly Agree to Strongly Disagree)

Data Analysis

Percentage analysis

Mean and standard deviation

Correlation analysis

7. Results and Findings

Majority of students spend 2–4 hours daily on social media.

Students using social media for academic purposes show better engagement.

Excessive use is associated with reduced concentration and delayed assignments.

A moderate negative correlation exists between excessive social media use and academic performance.

8. Discussion

The findings suggest that social media has both positive and negative effects. When used for educational purposes such as watching lectures or participating in academic groups, it enhances learning. However, non-academic usage results in distraction and reduced productivity.

Balanced usage and digital discipline are crucial for maintaining effective learning habits.

9. Conclusion

The study concludes that social media significantly influences students' learning habits. While it provides access to information and collaborative opportunities, excessive usage negatively

affects concentration and academic outcomes. Proper guidance and time management strategies can help students maximize benefits and minimize drawbacks.

10. Suggestions and Recommendations

1. Encourage students to set daily time limits.
2. Promote academic use of social media platforms.
3. Conduct digital literacy workshops.
4. Parents and teachers should monitor usage patterns.

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