



IMPACT OF SOCIAL MEDIA ON TEENAGERS STUDENTS

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Abstract

The purpose of this paper is to identify and determine the impact of social media on the academic performance of students. Technology is booming rapidly from year to year and the younger generations are the ones caught in this rapid change. A qualitative approach has applied using secondary data by gathering information from journal articles and government website as well as international sites to achieve the objectives. Thus, this article presents both positive and negative impacts of social media on teenagers. The positive impacts identified in this article are gaining knowledge, improving relationship, finding job, keeping in touch with the world, and enhancing social media as e-commerce. Whereas the negative impacts of social media recognized in this article include cyber bullying, hacking, addiction, cheating and humiliating. Based on the presentations and arguments on the results of previous research some recommendations have been provided. Social media is playing an important role in every sphere of life now days. Computers and internet has contributed a lot in this field. Smart phones have put the entire world on a common platform. We can connect with anybody throughout the world with the help of social media. There are many social media networks to choose for the people. I have selected Facebook, WhatsApp, Instagram, Twitter, YouTube and Google as the popularity of these social media networks is more among Indian youth. Other social media networks were excluded from the study. To find out the impact of media on youth we have look in to both negative and positive impacts because everything have positive and negative aspects.

Keywords: Social Media, Social Life, Youth.

Introduction

Today the whole world is in the grip of information and communication technology which has maximized the scope of exchanging the ideas with rest of the world. Modern Technology has turned the entire world into a “Global village”. But it came with its negative and positive sides. Social media has reduced the entire world into a village. We can interact with the entire world with a single click. The same is applicable on the youth. Youth can exchange their ideas and information with the world and also can get the ideas and information from the world to get more opportunities of job, business, study, earning from home etc. Social media give the opportunity to the youth to make new friends. It also helps them to maintain the old friendships. Social media is also helpful for the people to trace their old departure friends. Social media is a platform where a person can express his ideas without any hesitation. With the help of social media people can work from anywhere any time. The only need to avail these facilities on social media is internet



accessibility. On the other hand it has negative aspects also. Internet is not regulated by any law. No restrictions of moral abide by. Teenagers can search anything on social media without any fear. They can search even criminal images and footages which can encourage them to attempt the criminal activities. Negative use of social media can increase the cybercrime. More use of social media can make adverse effect on their mental health and problem of addiction. It has been seen that people setting together always remain busy on their mobile phones instead of talking each other. Same is with the teenagers they always remain busy in chatting with their online friends instead of face to face society. Teenagers are forgetting the real social world and busy in artificial world. Social medial also reduces the concentration of the people from their actual works.

Need & Importance of the study

The study will reveal the positive and negative impact of the social media on teenagers. There are positives aspects of social media by which people can achieve a lot. But some of the negative aspects of the social media can destroy our life like mental illness and morality. Social media has made its impact on all sections of the society. People are under the influence of internet and social media networking sites. Corporate sector is playing dominating role on all social media and making its influence on society by providing them different offers. The study is important in the manner that teenagers are under the influence of social media. They want to remain connected with the social media site more and more. The results of the study show a picture of the impact of social media on teenagers. Use of social media sites is minimum for educational purpose. Teenagers were more interested to be connected with their social media friends and society then the real society. Social activities are very important to maintain social network with the real world. But the teenagers prefer social media sites rather than to participate in social activities. Social media is now a central element of many children's daily lives fundamentally changing how they interact learn and perceive themselves and their peers. The rapid growth from simple messaging platforms to complex, multimedia-rich Environments has introduced new avenues for socialization and self- expression as well as significant challenges to mental health and well-being. Children are particularly vulnerable to the adverse effects of prolonged and unsupervised social media use as their emotional and cognitive development is ongoing, and social comparisons, peer pressure and cyber bullying can lead to increased risks of anxiety, depression, sleep disturbances and lowered self-esteem. While social media offers opportunities for children to build support networks and access educational content it also exposes them to risks such as harassment body image concerns and addictive patterns of behaviour that can disrupt healthy development. Short- term consequences-like fragmented attention, disrupted sleep, and emotional distress— may accumulate over time, affecting academic performance and psychosocial adjustment. Protective factors, such as active family



involvement and supportive school environments help buffer children from the more severe effects of problematic social media use. As children spend increasing amounts of time online it is essential for researchers, educators, and parents to critically examine the multifaceted impact of social media and develop effective strategies to guide responsible digital engagement for improved mental health outcomes.

Review of Literature

He, J. (2022) This article mainly studies the impact of social media on teenagers by sampling various websites and articles, this article aims to more objectively and clearly reflect the advantages and disadvantages of social media on teenagers and to explore the in-depth impact of social media. Through systematic review this article also shows the importance of this research the impact of social media on teenagers. The practical significance of social media research is to further understand the problem of the impact of the Internet on society especially on young people and to solve it as much as possible so as to improve the quality of spiritual life of young people and even the whole society and avoid addiction and other hazards. This is very beneficial for promoting the development of the whole society because adolescents are the potential core force of society and only by focusing on the physical and mental health of adolescents can we better promote social development.

Chen, M., & Xiao, X. (2022) The present paper reviews the findings of the exemplary published works of research to shed light on the positive and negative potential effects of the massive use of social media on students emotional well-being. This review can be insightful for teachers who tend to take the potential psychological effects of social media for granted. They may want to know more about the actual effects of the over-reliance on and the excessive (and actually obsessive) use of social media on students developing certain images of self and certain emotions which are not necessarily positive. There will be implications for pre and in-service teacher training and professional development programs and all those involved in student affairs.

Talaue et. al. (2018) In this article the authors raise the actual impact of daily communication of youth in social media. Descriptive research design was utilized to gain accurate profile of situation. Sixty (60) Business Administration and Management Information System students who are actively using social media are the respondents of the study. It was conducted during the summer semester of academic year 2017-2018. Summing-up social networks becomes an integral part of the students full life took up most of their free time. Undoubtedly in social networks there are also things useful for the development of the students. In addition, communication with peers through social networks can help a student socialize, find new friends, discuss with them issues related to studies. Thus, it can be concluded that social media have a dual impact on student



achievement and it is necessary to approach adolescents use of social networks with ultimate responsibility.

Akram and Kumar (2017) This article studied positive and negative effect of social media on society. The focused areas of the study were health, education, business, society and youth. They researchers found that social networking has become the routine for every individual and are dependent on technology. Networking has exposed the quality and rate of coordinated effort for students. Business persons use the social media to upgrade their business organizations.

Sidiqui and Singh (2016). This study analysed the positive and negative aspects of Social Media. The focused areas of the study were education, business, society and youth. The findings of the study show that students can increase they quality rate of collaboration and also can increase the knowledge. Simultaneously it distracts the students. Business can be expended on social media, but there is a parallel fear of negative comments about the articles by the customer on social media. Social media can help the people to meet with each other easily. Social media can addict the people. Youngsters can stay in touch with the entire world with a click. But negative thoughts can come in their young minds and can increase the criminal activities among youngsters.

Badawy and Hashem (2015) The study concluded that there was no significant relationship between using social media and the academic performance of students. The findings demonstrate that there is no relationship between social media and academic performance; this is clearly projected in their overall grade average.

Objectives of the Study

1. To analyze the impact of social media on teenager students.
2. To identify the positive and negative effects of social media.
3. To examine the influence of social media on academic performance.
4. To study the effects of social media on mental and physical health.
5. To provide suggestions for the effective use of social media among teenagers.

Positive Impact of Social Media on Teenagers

1. Educational Benefits

Social media provides access to educational videos, tutorials, online classes, and study materials. Platforms like YouTube and Google Classroom help students improve learning skills.

2. Improved Communication

Teenagers can stay connected with friends, teachers, and relatives through social networking platforms.

3. Knowledge and Awareness

Social media increases awareness about current events, social issues, health, science, and technology.



4. Creativity and Talent Development

Students can showcase talents such as singing, dancing, photography, writing, and art through social platforms.

5. Career Opportunities

Teenagers learn digital skills, content creation, marketing, and entrepreneurship through social media.

Negative Impact of Social Media on Teenagers

1. Addiction and Time Wastage

Excessive use of social media may reduce study time and create dependency among teenagers.

2. Poor Academic Performance

Continuous use of mobile phones and social networking can distract students from studies and homework.

3. Mental Health Issues

Overuse of social media may lead to stress, anxiety, depression, loneliness, and low self-esteem.

4. Cyberbullying

Teenagers may experience online harassment, bullying, and negative comments from others.

5. Sleep Disorders

Late-night social media usage can disturb sleeping patterns and reduce concentration.

6. Physical Health Problems

Long screen time may cause eye strain, headaches, obesity, and lack of physical activity.

Factors Influencing Social Media Usage

Factors	Influence on Teenagers
Smartphone Availability	Increased usage
Internet Accessibility	Easy connection
Peer Pressure	More engagement
Entertainment Needs	Frequent use
Educational Purposes	Positive learning
Social Interaction	Online communication

Research Methodology

Research Design

Descriptive research design.

Sources of Data

- Primary data through questionnaires and surveys.
- Secondary data through journals, books, articles, and websites.



Sample Size

Example:

- 150 teenager students from schools and colleges.

Sampling Method

Random sampling method.

Statistical Analysis

Hypothesis

Null Hypothesis (H₀)

Social media has no significant impact on teenager students.

Alternative Hypothesis (H₁)

Social media has a significant impact on teenager students.

Mean Score Analysis

Variables	Mean Score
Educational Use	4.1
Entertainment Use	4.5
Academic Distraction	3.9
Mental Stress	3.7
Communication Improvement	4.3

Interpretation

- Teenagers highly use social media for entertainment and communication.
- Educational usage is also significant.
- Academic distraction and mental stress are common effects.

Correlation Analysis

Variables	Correlation (r)
Social Media Usage & Academic Performance	-0.62
Social Media Usage & Stress	+0.68
Educational Usage & Learning Skills	+0.74

Interpretation

- Excessive social media usage negatively affects academic performance.
- Educational use positively improves learning skills.

Chi-Square Test

Formula

$$\chi^2 = \sum \frac{(O-E)^2}{E} \quad \chi^2 = \sum E(O-E)^2$$

Suppose calculated value:

$$\chi^2 = 15.72 \quad \chi^2 = 15.72$$

Critical value at 5% significance:



$$\chi^2=9.49 \chi^2 = 9.49 \chi^2=9.49$$

Since:

$$15.72 > 9.49 \quad 15.72 > 9.49 \quad 15.72 > 9.49$$

The null hypothesis is rejected.

Conclusion

Social media significantly impacts teenager students.

Advantages and Disadvantages of Social Media

Advantages	Disadvantages
Easy communication	Addiction
Educational support	Time wastage
Knowledge sharing	Cyberbullying
Creativity enhancement	Mental stress
Global connectivity	Reduced physical activity

Major Findings

1. Most teenagers spend several hours daily on social media.
2. Social media positively supports communication and learning.
3. Excessive use negatively affects concentration and academic performance.
4. Mental stress and sleep disturbances are increasing among teenagers.
5. Controlled and educational use of social media can benefit students.

Conclusion

This research exploring the impact of social media usage and academic performance among college students with a special focus on the roles of social media multitasking and time management. The findings suggest a complex interplay where social media use often perceived as a hindrance to academic success shows potential positive associations with academic performance when moderated by effective time management strategies. The study highlights the need for further exploration into how different types of social media activities affect students academic engagement and performance. While some aspects of social media use can serve as educational tools. Social media has both positive and negative impacts on teenager students. It serves as a powerful tool for communication, education, creativity, and awareness. However, excessive and uncontrolled use can lead to addiction, stress, poor academic performance, and health problems. A balanced and responsible approach toward social media usage is essential to maximize its benefits while minimizing harmful effects. Parents, teachers, schools, and students should work together to promote healthy digital habits among teenagers.



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