

SOCIAL MEDIA'S EFFECTS ON SR. SECONDARY STUDENTS: A CASE STUDY OF BHUNA TOWN, FATEHABAD DISTRICT, HARYANA

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ABSTRACT

This case study explores the effects of social media on senior secondary students in Bhuna Town, Fatehabad District, Haryana. It investigates students' awareness, frequency of use, attitudes towards social media, and its impact on their physical, mental, and academic well-being. A mixed-methods approach was employed, involving a sample of 100 students from government and private schools, along with input from teachers and parents. Findings reveal that while social media is considered important by students for social interaction, its contribution to academic performance and health awareness is limited. Despite spending significant time on social media, students utilize it less for academic learning and more for entertainment and managing anxiety. However, they acknowledge its role in understanding diverse cultures and facilitating communication. The study emphasizes the need for students to leverage social media responsibly, with suggestions for integrating its benefits into education and promoting awareness among parents and teachers. Ultimately, fostering a balanced approach to social media usage can harness its potential for positive impact on students' lives.

KEYWORDS: Information, Networking, Physical and Mental health, Social Media, Students.

I. INTRODUCTION

Social media networks are becoming vital in many aspects of life, particularly education. It allows people to connect with one another. Social media is rapidly changing the way people communicate and defining new trends since it is simple to use, fast, and has a broad reach. It is also a collection

of information technologies that make it easier for people to communicate and collaborate. Social networking has brought the entire world together, regardless of where they live. A student's social network is a crucial element of their life because it allows them to build, maintain, or even renew friendships while also improving their learning skills. It facilitates online communication by allowing individuals to share information, text, audio, video, photos, podcasts, and other forms of multimedia communication in virtual communication and networks. Social wealth could be created with the use of social media through discussion forums. People used to express themselves, provide instructions, seek for help, or make statements to ensure that their words reached the intended recipients. Clipping, abbreviation, alphanumeric homophony, vowel deletion, grapheme, and other slang terminology are used by students who work in groups.

Social media is a new technique to disseminate information about valuable technology and increase their visibility. It can also be used to educate individuals and assist young people in their development, saving time and money. The internet and cell phones play an important role in young people's social and emotional development. The amount of time students spend on social networking sites has an impact on their quality of life. It has an impact on their physical, emotional, and spiritual wellness. Social media, a rapidly increasing online communication tool, and other internet-based technology have altered the way young people live their lives. There are advantages and disadvantages to using social media right now.

The use of social media (such as Facebook, Twitter, YouTube, and WhatsApp) by secondary school students today is showing a massive decline in their academic achievement. This is because instead of reading their books or conducting research, students these days spend more time chatting with their friends. A large number of researches have pointed out that the addiction of social media sites has become a distracting technique for the academic work of the students. In India, the number of internet users as of January 2022 was 680 million, and 487 million were active social media users. According to Statista Research Department (2022), SM in India is dominated by two social media sites i.e. YouTube and Facebook. YouTube has 467 million users and Facebook has 329 million users. On an average, social media users in India spend 2.4 hours on social media every day. India boasts of 290 million active social media users who spend hours using social media apps such as Instagram. Majority of the screen time of these users is spent on various social networking websites and platforms.

A. Social Media and Students

Teenagers are adolescents are the ones dominating the social media user base – individuals in the age group of 13-19 years make up 31 per cent of social media users in India, as per data revealed by Statista in 2021. In India, Instagram and Facebook are primarily used by users between the ages of 18 and 24. Teen culture nowadays is heavily influenced by social media. Surveys show that ninety percent of teens ages 13-17 have used social media. Seventy five percent report having at least one active social media profile, and 51% report visiting a social media site at least daily. Two thirds of teens have their own mobile devices with internet capabilities. On average, teens are online almost nine hours a day, not including time for homework. There are positive aspects of social media, but also potential risks. It is important for parents to help their teens use these sites responsibly.

B. Popular Social Media Sites: Every student's life is greatly impacted by social media. Social media facilitates communication with others, information sharing, and information acquisition. These platforms allow for communication between educators and students as well as learning support. These days, there are a tonne of social networking sites available. Websites may be used for study, amusement, socialising, and finding new ideas, among other purposes. Every website should have a clear goal that the students understand. Popular websites including Facebook, Twitter, LinkedIn, YouTube, Instagram, Snapchat, WhatsApp, Reddit, Pinterest, Tumblr, Amazon, GOIBIBO, Google, Wikipedia, Yahoo, and others Based on its usage, social media may be divided into eleven categories:

- **Social networks:** commonly referred to as "relationship networks," social media platforms like Facebook, WhatsApp, Twitter, and LinkedIn enable individuals and groups to interact online and exchange knowledge and concepts. These channels were initially rather basic offerings. Exampals for Facebook and WhatsApp allowed you to see your friends' and classmates' relationship statuses, while Twitter and WhatsApp placed the query "what are you doing?" These days, these networks have developed into centres that turn almost every part of contemporary life—from reading the news to sharing vacation photographs to looking for a new job—into a communal experience, especially with the development of mobile internet.
- **Media sharing networks:** These platforms, which include YouTube, Instagram, and Snapchat, allow users and marketers to discover and share various types of online content, such as images, videos, and live video. These days, social interaction networks like

Facebook and Twitter are integrating live video, augmented reality, and other multimedia services into their platforms, making it harder to distinguish between media sharing networks and social networks. But what sets media sharing networks apart is that their main function and distinctive feature is the exchange of material. Postings on social media platforms such as Instagram and Snapchat begin with an image or video, to which users can choose to add information such as filters, captions, or mentions of other users. In contrast, many relationship networks postings are text-based. Likewise, on websites like.

- **Discussion forums:** Among the first forms of internet social media are discussion boards, such as those seen on Reddit, Quora, and Digg. These social media platforms are used to discover, exchange, and debate news, views, and other sorts of information. Prior to the advent of well-known social media platforms like Facebook, professionals, experts, and enthusiasts would engage in a variety of debates on a wide range of topics in these forums.
- **Bookmarking and Content:** Networks for bookmarking and content curation, such as Flipboard and Pinterest, enable users to find, save, share, and debate fresh and popular media. For those looking for knowledge and inspiration, these networks offer a creative and inspirational hotspot. By incorporating new elements into your social media marketing strategy, you'll be able to reach a wider audience and increase brand recognition. People may find, save, and share visual material with the aid of bookmarking networks such as Pinterest. Similar to bookmarking networks, content curation networks like Flipboard concentrate on locating and disseminating articles and other textual information.
- **Consumer review Networks:** Review sites for consumers, including Yelp, Zomato, and TripAdvisor, let users post evaluations of companies, products, services, travel locations, and pretty much anything else. The inclusion of reviews is quite beneficial for many websites and online companies. Think back to your recent purchases from Amazon or your local company search on Google Maps. By building communities and networks around the reviews, consumer review networks go one step further. As more people use the internet to find restaurants instead of their friends and as personal social networks incorporate geolocation, location-based review sites like Yelp and Zomato are growing in popularity. You may browse reviews of lodging facilities, dining establishments, and even the business you want to work for on certain websites.
- **Blogging and publishing:** Networks for publishing and blogging One great way to interact with people who have similar interests to yours is through content marketing. Businesses

and people may publish content online in ways that encourage debate, sharing, and discovery thanks to blogging and publishing networks. These networks include more traditional blogging platforms like WordPress and Blogger, in addition to interactive social publishing sites like Medium and microblogging services like Tumblr.

- **Social shopping networks:** Social shopping networks that incorporate a social component, such as Polyvore, Etsy, and Fancy, increase e-commerce participation. E-commerce is a feature of many different kinds of social networks. As an example, Pinterest offers "Buyable Pins," while Instagram includes CTA tools in the form of "shop now" and "install now" buttons. Social shopping networks go one step further by including a strong social connection into the design of their websites. Small companies and lone artists can sell their goods through social shopping networks without having to have a physical location. Additionally, they allow several sellers' items to be sold in a same online marketplace. Most of the material is produced by users who curate content by choosing items they like, making collages out of them, putting them together, and sharing them.
- **Interest-based networks:** Compared to the major social networks, interest-based networks—including Goodreads, Houzz, and Last.fm—take a more focused approach by concentrating only on one topic, like music, books, or interior design. Even if these hobbies are the subject of forums and groups on other networks, concentrating on a particular topic of interest enables these networks to provide an experience that is specifically catered to the requirements and preferences of the individuals and communities who share that interest.
- **Anonymous social networks:** While the majority of social networks are working harder to make users responsible for their online behaviour, certain websites, such as Whisper, Ask.fm, and After School, enable users to publish information without identifying themselves. The motto of these websites is "turning confession into content." These networks could seem like a good way to vent, say, if one wishes to voice grievances about friends, parents, instructors, and so on. They have, however, been connected to teen suicides and have been demonstrated to offer a platform devoid of consequences for cyberbullying

II. OBJECTIVES OF THE STUDY

- A. To study the awareness of social media among senior secondary school students.
- B. To investigate how frequently senior secondary school students use social media.
- C. To study the attitude of students regarding the use of social media in studies.
- D. To study the effect of social media on the physical and mental health of students.
- E. To study the impact of the use of social media on students 'studies.
- F. To examine the purpose of using social media.

III. REVIEW OF LITERATURE

- Kavita, (2015) had conducted a study on “The influence of social media on Indian students and teenagers”. This paper presents impact of social media on Indian students and impact on teenager’s life. Further it describes how social media networking websites are auditory and dangerous for Indian students and teenagers. This survey was conducted randomly among selected social networking sites users in India with a age group of 16 to 22 years old students and teenagers. Students and 51 teenagers are interested to use social media but regrettably social media Networks affect the Indian education badly. The results found that more than 85% of college students and teenagers use social media networks. Social networking websites expect a very negative effect of every people such as teenagers, young adults.
- Subramani, (2015) had conducted a study on “The Academic Usage of Social Networking Sites by the University Students of Tamil Nadu”. This study employed survey method as a research methodology to examine the usage of the various academic applications of social media by the university students of Tamil Nadu. The data was collected through a stratified random sampling from 482 students. The questionnaires were administered to the students and scholars who actively participate in internet. The results revealed that around 80% of the students were unaware of the availability of the e-magazines in the social networking sites. University students had very little exposure to use social media in their academic life.
- Mehak Jonjua, (2015) had conducted a study on “Social media: a pioneering educational tool”. The objective was to study the relevance and importance of social media as a trend these days among the educational sector. The data was gathered through survey among the youth within the age group of 18-25 years to understand their sensitivity of using the social media as an

educational tool. For this, questionnaire was used as a tool and was filled by 100 respondents which were picked up randomly. The study found that majority of students are of the view that social media is used by advertisers than the educators and companies for the promotion of their products followed by its usage by educators, professionals and students. Most of the respondents were conscious about new and creative ways of teaching and expect the same.

- Shanab & Tarawneh, 2015 (The Influence of Social Networks on High School Students' Performance): Social network has become an important part of everyone's life especially students. Students are the prime users who are using the social media application. The usage of social media is increasing intensely among the secondary students they are using Facebook, Instagram, You Tube, Snapchat, twitter excessively. Online classes have given advantage to the students to explore more and more social media while taking their online classes. It is also analyzed that students are distracted towards the social media in mid of their classes and this distraction would lead them towards poor performance
- Manikandan, et al. (2016) had conducted a study on "Attitude of undergraduate students in teacher education towards social media". The objectives of the study is i) To find the level of attitude of undergraduate students in teacher education towards social media. ii) To find the significant difference in the attitude of undergraduate students in teacher education towards social media. The investigator adopted normative survey method. The sample of the present study consisted of 424 B.Ed. students in Salem district, Tamil Nadu. Statistical techniques In this study the researcher used tool ASSM which is a self-made tool. using descriptive and inferential analyses. The result revealed that the attitude of undergraduate students of teacher education towards social media is high.
- Sivabalan, (2016) in their study entitled "Influence of social media on mental health of college students". Objectives of the study is a) to find out the level of influence of social media and mental health of college students. b) To find out the correlation between influence of social media and mental health of college students. Sample and district: 622 college students, Tirunelveli and Tuticorin districts. Statistical techniques: Mean, standard deviation, 't'-test, ANOVA, chi-square, correlation and factor analysis were used. The results revealed that there was significant difference between college students in the influence of social media and mental health with reference to gender, age, nature of college and residence. There was significant positive correlation between influence of social media and mental health.

- Demirbilek, M., & Talan, T. 2017 (The effect of social media multitasking on classroom performance): It is being determined that multitasking during online classes is affecting the academic performance of the higher secondary students. Students are engaging in different social activities during their online sessions. In such a way they are not able to focus on their academics and in result their performance is not up to the mark. This is the high time for students to focus on their career on the contrary students are spending too much time on social media and due to this they are suffering from different kind of health and mental issues. Social media and multitasking activities during online classes is hindering the academic performance of the students:
- Bhuvaneswari, 2019 (Social media addiction among high school students): In recent years technology has become an immense part of the world, students are using the social media sites in excess moreover the online classes have given liberty to the students especially the higher secondary students to be on social media. Hence, it's hindering the social and physical development of the students and due to these, study is also getting hampered. Students are not using social media network in their spare time only they are also using the social media during their online classes also. This multitasking behaviour at this crucial point of age lead them towards distraction Overall social media usage significantly addicting the students Majority of the students using Facebook, WhatsApp for sending messages, sharing pictures and videos with their friends. In result the adverse outcomes of the social media are the lack of concentration and poor academic performance
- Kumar, et al. (2019) had conducted a study on “A Framework for Continuous Engagement, Social Media in Higher Education”. Higher Education Institutes across the world have started using social media to reach out to the prospective students as well as to interact with current students and alumni. Social media improves the communication on one hand and helps in promotional and development activities on the other. Present work explores the integration of social media in different processes in Higher Educational Institutes. A student enters the institute with admission process and exits after completion of degree. While on the campus, a student is involved in curricular, co-curricular and extra-curricular activities. At the same time, a student participates in the communication with the fellow students and other corporate and social forums. In all of these activities, social media can play a prominent and vital role. However, the success of social media roles depends upon; how the different stake holders are

engaged. A comprehensive study has been carried out to identify the role of social media in different activities of the higher education institutes. These activities range from looking for the new students, engaging them on the campus and maintaining communication after they leave the campus. Implications from teaching-learning, administrative, marketing and communication perspective have been identified.

- Sümen & Evgin, 2021(Social Media Addiction in High School Students: A Cross-Sectional Study Examining Its Relationship with Sleep Quality and Psychological Problems Higher Secondary students are under going through psychological problems because of the social media addiction): Students keep their mobiles bedside them while attending their online classes. Social Media addiction decreases the learning efficiency in high school students. The excessive usage of social media decreasing students' interest in studies moreover they are multitasking while studying. Majority of the students engage in social media while taking their online classes like video games, Facebook, Twitter, YouTube. Students' obsession with social media has had a significant impact on high school students as a result their academic performance is getting affected and pushing them towards fade future. Their intellectual skills are getting affected because their thoughts are on screens and in such a way, they are unable to give their 100%.

IV. RESEARCH METHODOLOGY

For the present study the population is all the students and their fathers, teachers of the government and private Sr. Secondary School of Bhuna Town, Fatehabad District, Haryana. In the present study, investigator will select 100 senior secondary students from the schools of Bhuna Town by random sampling and to check the veracity of the facts received from them, their teachers and their parents will be talked to. A self-prepared questionnaire will be used by the investigator to collect the necessary data from students. The main goal of this study was to assess how students' social skills, health awareness, and academic achievement have been impacted through the use of several social networking sites. The respondents were asked to participate in the survey through personal interviews and the questionnaire. For the selection of sample, researcher will be employed random Sampling Technique to accomplished this research.

Respondent's Demographic Profile:

The typical respondents were from 11th to 12th grade from the government and private schools in Bhuna town. The survey included 15 students who are advanced learners and 35 students who are slow learners from government schools. On the other hand, in the private school, a total of 40 students were advanced learners and 10 were slow learners. In order to create extreme diversity among the respondents, out of 100 respondents, 65 were from towns and cities, and the rest, 35, were from large or rural areas.

Response analysis:

In this section, responses to the different factors presented in the questionnaire have been examined and analysed.

Usage of Social media

The respondent's opinion regarding the use of social media is reported in this section. 8, 9, and 10 are typical queries that fall under this group. The use of social media by international students studying in India is seen in Table 1.1 below. On a 5-point Likert scale, the questions are provided. The format of the likert scale is as follows: 100% for Always, 80% for frequently, 50% for Sometimes, 40% for rarely, and 20% for Never.

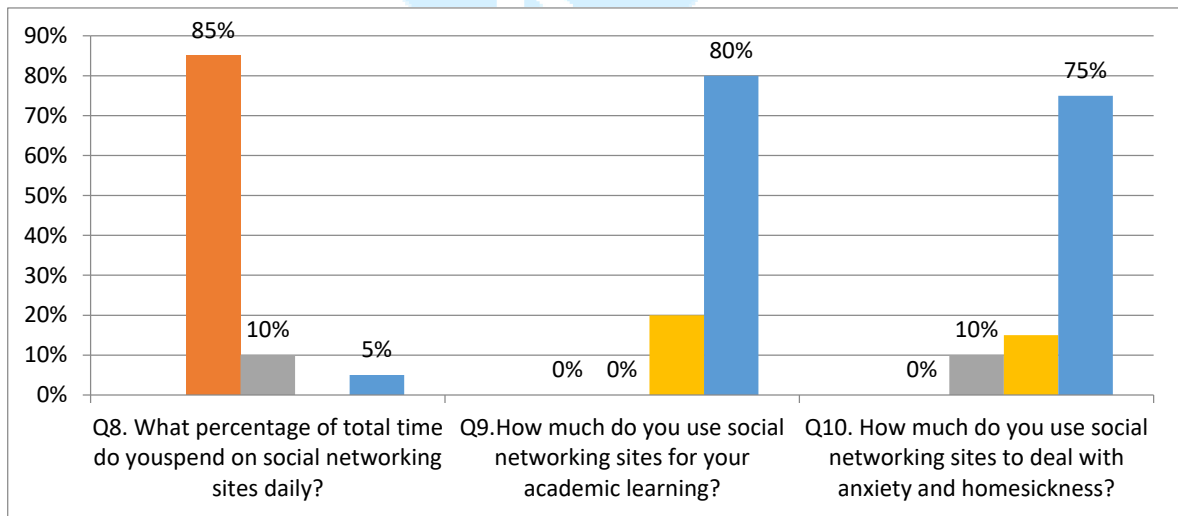
The second query concerns the amount of daily time spent on social networking sites by students. About 95% of respondents said they regularly use social media. There are 95, or 85%, of social media that they use. Only a small percentage of users of Facebook and Instagram use professional sites for social learning.

Additionally, the ninth and tenth questions focused on how students used social networking sites to manage their anxiety and homesickness as well as their academic learning. Only 25% of respondents said they used social networking sites for anxiety and homesickness, compared to 20% who said they used them for academic learning.

Additionally, the ninth and tenth questions focused on how social networking sites are used to relieve anxiety and homesickness as well as for academic development. Only 20% of respondents said they had used social media for anxiety or homesickness, compared to 40% who said they had used them for academic learning.

Table 1.1: Response to Usage of Social sites on Likert Scale

Question	Response					Response
	100%	80%	50%	40%	>20%	
Q8. What percentage of total time do you spend on social networking sites daily?	0%	85%	10%	0%	5%	100
Q9. How much do you use social networking sites for your academic learning?	0%	0%	0%	20%	80%	100
Q10. How much do you use social networking sites to deal with anxiety and homesickness?	0%	0%	10%	15%	75%	100



Source: Primary data conducted by schedule method

Figure 1.1 : Bar graph showing Usage of Social sites

Social media’s importance

This section contains the respondents' comments on the significance of social networking sites in their daily lives. The importance of social networking sites as indicated by respondents' responses

on a specified Likert scale, as expressed as a percentage, is shown in Table 1.2, which is provided below. 11, 12, 13, and 14 are common queries that have been asked in this area. According to the linkert scale, 100% represents importance, 80% signifies importance, 50% signifies considerable importance, 40% signifies infrequent importance, and more than 20% signifies insignificance.

Table 1.2: Response to Importance of Social sites on Likert Scale

Question	Response					Response
	100%	80%	50%	40%	>20%	
Q11. What is the percentage by which social networking sites have been important for you from your study point of view?	0%	0%	10%	35%	55%	100
Q12. Do you think that social networking sites help you to understand multiple cultures?	0%	20%	40%	10%	30%	100
Q13. Do you think that social networking sites give a better platform for interaction with locals and making good bonds?	0%	40%	30%	15%	15%	100
Q14. Do you think the social networking sites are time consuming but helping you a lot in daily life?	90%	10%	0%	0%	0%	100

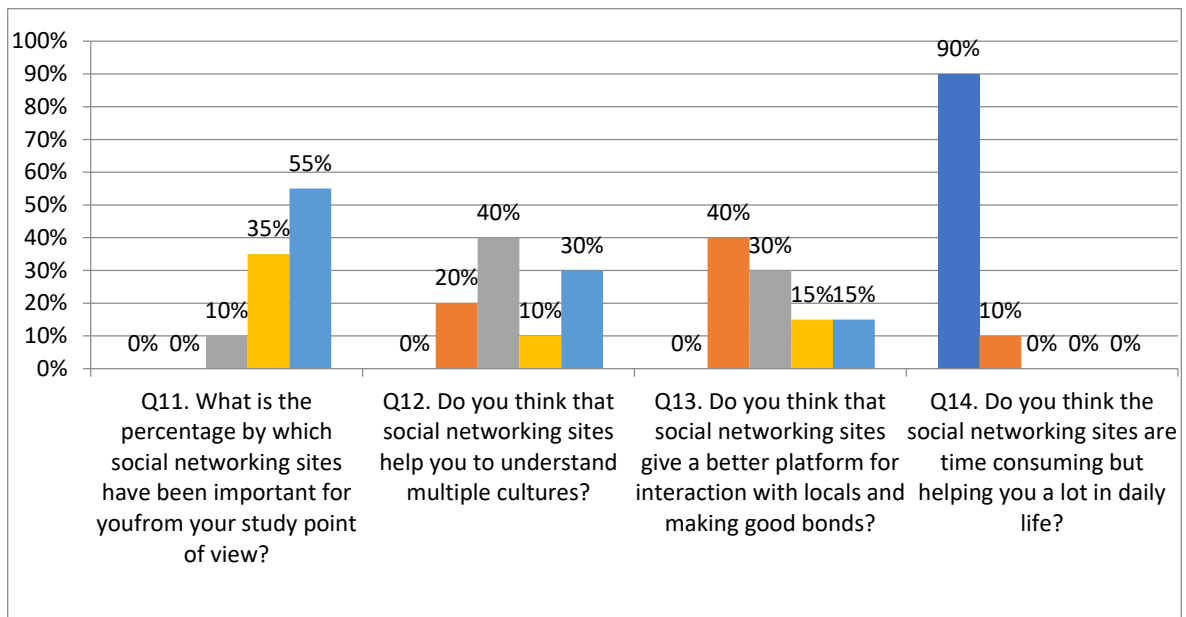
According to the information gathered from respondents about the significance of social networking sites, only 45% of respondents gave a positive response to the 11th question, which asked how important social networking sites were to students from the perspective of their studies, which is on the lower end of the likert scale where the negative portion is 55%.

The response to the 12th question, which asks participants if social networking sites are crucial to their ability to understand different cultures, is 70% in favour, with 10% falling on the lower end

of the Likert scale. 30% of the comments are unfavourable, suggesting that students are not interested in learning about culture or that language obstacles prevent them from understanding culture through social media.

The 13th question is if social networking sites provide a better platform for interacting with locals and forming positive relationships. The response rate is 85% positive, with 15% on a lower likert scale. The remaining 15% of respondents who gave unfavourable comments do not want to communicate with locals on social media.

We had a 100% favourable response to question number 15th , which was about using social networking sites to benefit them in their daily lives.



Source: Primary data conducted by schedule method

Figure 1.2: Bar graph showing response to importance of social sites

Views on social networking sites

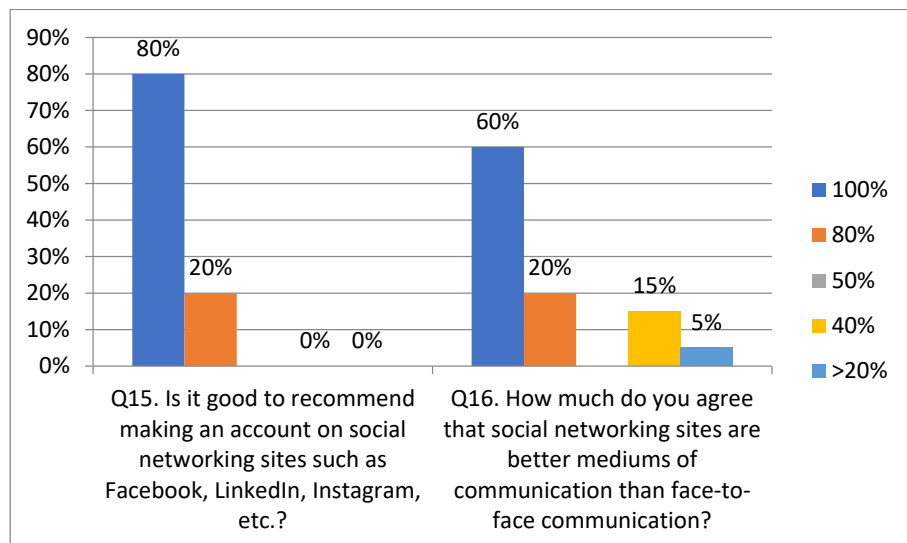
Table 1.3 displays the respondents' responses to questions about social networking sites. In this category, questions 1 and 8 are posed. The likert scale is expressed as follows: (100% agree, 80% agree, 50% somewhat disagree, 40% disagree, 20% strongly disagree).

Table 1.3: Respondent’s Opinion for Social sites on Likert Scale

Question	Response					Response
	100%	80%	50%	40%	>20%	
Q15. Is it good to recommend making an account on social networking sites such as Facebook, LinkedIn, Instagram, etc.?	80%	20%	0%	0%	0%	100
Q16. How much do you agree that social networking sites are better mediums of communication than face-to-face communication?	60%	20%	0%	15%	5%	100

As shown in table 1.3, the response to question 15th is 100% positive and on a higher level of likert scale because people nowadays need to be active on social sites not only for entertainment and chatting but also for regular updates around the world.

Question number 16th, which asks how many students agree that social networking sites are better mediums of communication than face-to-face communication, received an 80% response on a high level of likert scale, indicating that social networking sites are a better medium for people due to a lack of time for a physical meeting.



Source: Primary data conducted by schedule method

Figure 1.3: Bar graph showing respondent’s opinion for social sites

Response to the social behaviour of students

The respondent's response to making social capital utilising social networking sites is described in this section. 17,18,19, and 20 are examples of typical questions in this category.

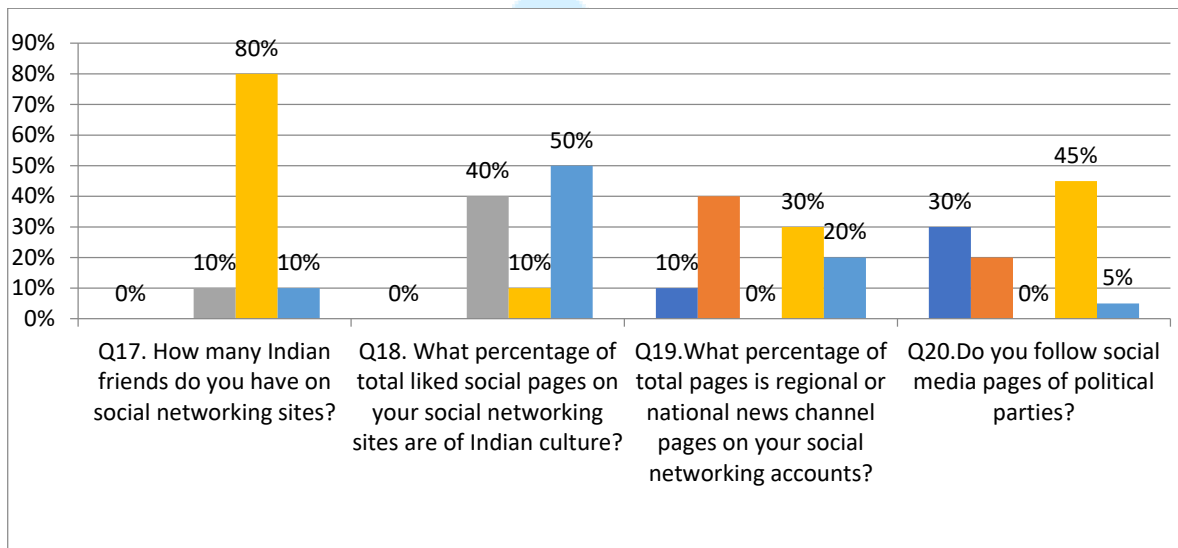
Table 1.4 provides information on how to build social capital through social networking. The questions are graded on a 5-point Likert scale. The likert scale is expressed as follows: (100% for absolutely appropriate, 80% for appropriate, 50% for slightly appropriate, 40% for inappropriate, and 20% for absolutely inappropriate).

Table 1.4: Respondent’s pertaining social behaviour of students on Likert Scale

Question	Response					Response
	100%	80%	50%	40%	>20%	
Q17. How many Indian friends do you have on social networking sites?	0%	0%	10%	80%	10%	100
Q18. What percentage of total liked social pages on your social networking sites are of Indian culture?	0%	0%	40%	10%	50%	100
Q19. What percentage of total pages is regional or national news channel pages on your social networking accounts?	10%	40%	0%	30%	20%	100
Q20. Do you follow social media pages of political parties?	30%	20%	0%	45%	5%	100

According to the response received for question 17th, which asks how many Indian friends respondents have on social networking sites, there is a 90% response on the lower end of the Likert

scale and only a 10% response at the slightly appropriate level, primarily from students from 6th to 9th grade who interact openly with Indian students due to low language and cultural barriers. Furthermore, the response to question 18th , which is on respondent reaction to percentage of total liked social pages on social networking sites of Indian culture, is 50% on a slightly appropriate level, 60% on an inappropriate level, and 100% on an utterly inappropriate level. The total number of regional or national news channel pages on the respondent's social networking accounts received a 50% response on a higher level of likert scale and a 50% response on a lower level of likert scale for question number 18t.h . Question 19th and 20th , which inquire whether they follow political parties' and the Indian government's social media profiles, earned 50% and 80% of likert scale responses, respectively. According to the responses, students are more interested in learning about current government policies regarding education and other issues than they are in any single political party or its updates.



Source: Primary data conducted by schedule method

Figure 1.4: Bar graph showing respondent’s pertaining social behavior of students

V. CONCLUSION

An investigation has been performed to examine the impact of social media on the students of Sr. Secondary School in Bhuna Town. For the given examination of the impact of social media on students, both private and government schools have been taken into account in this work. In order to maintain extreme distinction in the responses of the respondents, diversity in terms of gender,

education level, region, and different grades has been chosen as a variable parameter among respondents. From the analysis, it has been found that

- Social media has 80% considerable importance for students; however, more than 80% have responded to the least satisfactory level of this for their academic performance.
- On the other hand, for their social behavior, it's contributing only 20%.
- Finally, social media has contributed little towards making them aware of their health even less than 20%.

This study concluded that social media is playing an important role in everyone's life, including students. However, students spend less time on this for their academic and social awareness. Hence, students need to be aware of the same so that the benefits of social media can be taken in the right direction.

- Social awareness can help them form a good character as per their community and cultural needs.
- As of now, numerous sites have been available online on social media for academic initiatives, which may also help them improve their academics.
- Health is also a concern for the current generation due to a lack of physical activity. Motivational videos and speeches on social media for health can also encourage them to take care of their health.
- In addition to this, social media can also help in other aspects of their lives in positive ways, such as their political views, social activities, intellectual decision-making, etc.

However, all such benefits for students can be expected from social media, but the decision to choose the right use of all such platforms is necessary. Therefore, parents and teachers need to be aware of the positive use of available digital platforms such as social media. It may need special classes for students, seminars, workshops, etc.

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