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The Use of Social Media and Its Effects on Students' Academic Performance

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Abstract: The rapid development of technology, especially social media, has enabled people to live increasingly comfortable, convenient, and uncomplicated lives in the modern era. Numerous individuals now consider social media an indispensable component of their daily lives as its use becomes increasingly widespread. The primary objective of this study is to determine whether or not the use of social media influences students' academic performance. In this study, descriptive analysis was used as the methodology. This study's necessary data was collected using a technique known as "simple random sampling." After collecting the data, they were analyzed with the Statistical Package for the Social Sciences (SPSS), and the resulting frequencies and percentages were displayed in tables. According to the study's findings, students' use of social media has no adverse effect on their overall academic performance. Social media platforms are potent tools that can significantly enhance academic performance. However, students should rely on something other than it as their sole source of information.

Keywords: Social Media, Students, Academic Performance, and Malaysia

1. Introduction

The rapid advancement of technology, particularly social media, has made it possible for people to live progressively more comfortable, convenient, and straightforward lives in the modern era. The use of social media is becoming increasingly widespread, and many people now consider it an indispensable component of their everyday lives. The term "social media" refers to an expansive network of websites and applications that, when combined, make it possible for users to quickly interact, communicate, and share information with the general public. In addition, it makes it possible for users to generate new content, share existing content, discuss available content on the Internet, and share photos, events, opinions, and facts. Through it, every single person is linked to every other person. (Hudson 2020.)

People have found it much simpler to access social media platforms through mobile applications, which has coincided with the rapid number of smartphones. Some people use social media websites to interact with various communities, while others use them to communicate and stay in touch with friends. However, the majority of people use these websites for their own purposes. In addition, companies advertise their goods and raise awareness of their brands by using the tools provided by social media websites. The way people live their lives and conduct business has been influenced and altered due to this trend. To summarise, the use of social media has had various effects on various aspects of society. (Kung & Wigmore 2020.)

Today's students in higher education use technology through various devices, including laptops, smartphones, desktop computers, and tablets. It indicates that students utilize multiple forms of social media consistently. In recent years, various social media platforms have been shown to impact students' academic performance significantly. Students are experiencing both positive and negative effects as a direct result of using multiple social media sites. Students can save time communicating and exchanging ideas and resources (Madaiah et al., 2017). On the other hand, students can better gather information for learning and research through social media.

On the other hand, according to Schou Andreassen and Pallesen (2014), excessive time spent on social media can lead to addiction. According to Shensa, Escobar-Viera, Sidani., Bowman, Marshal, and Primack (2017), excessive use of social media hurts academic performance because it impairs cognition, causes students to become distracted, and has the potential to cause psychological problems such as depression and anxiety. In addition, wasting time on social media sites can be detrimental to the student's long-term goals and may even jeopardize their lives.

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Utilizing social media platforms is associated with a variety of positive outcomes. It has the potential to enhance individual learning, participate in online learning, and give users access to e-books and other digital resources. Social media also provides students with new approaches to learning and can encourage students' creative thinking and expression. Students active on social media platforms are more likely to have creative ideas and be more accessible to remember information. (Student-job Blog 2018).

On the other hand, excessive use of social media can make one wonder if their academic performance is negatively impacted. Students at today's colleges and universities devote much of their time to participating in various forms of online social media. They can meet new people, be free to express their ideas and opinions, and even create new personas for themselves. The students have complete freedom in all aspects of their academic experience. Besides, students have become dependent on modern social media. The allure of new technologies and the rapid pace at which they evolve can make students feel additional pressure. (Cao, Khan, Zaigham, & Khan 2019).

The primary purpose of this investigation is to determine whether or not the use of social media impacts students' academic performance. In addition, the study aims to find out how students can improve their academic performance by utilizing social media and provide recommendations to those students.

2. Literature Review

The term "social media" can be understood in several different ways. Several of these definitions center their attention on the collaborating and communicating that takes place within particular websites. Others center their attention on the tools that are utilized within these websites. Users of these sites can work together, share information, communicate with one another, upload and send pictures, create expressions, write comments, and learn about the advantages of utilizing various social media tools. The role of change that social media plays in today's world is significant, and it spans a variety of domains. According to Weisgerber and Butler (2010), people are all unique in the ways that they interact with one another, the way that they communicate, and even the way that they think.

According to Dabbagh and Reo (2011), the term "social media" is a term that was coined in the 21st century and is used to define in a broad sense a variety of networked tools or technologies that emphasize the social aspects of the internet as a means for communication and collaboration among users.

Kung Wigmore (2020) asserts that "social media" refers to websites and applications that serve as communication tools to assist individuals in exchanging information and interacting. People can now easily interact with their friends, colleagues, families, and even strangers they meet. The presence of social media applications in the App Store is experiencing explosive growth right alongside the development of more capable mobile devices. Communities on the Internet are being formed. In particular, the community of travelers and fashionistas has adopted the application known as Instagram as a helpful tool. In addition, many companies make full use of the benefits offered by social media by employing it as a marketing tool to promote their products, provide service to their customers, and trade goods and services with one another.

There is a diverse range of social media platforms available. The traditional forms of social media, such as social networks (like Facebook, Twitter, and LinkedIn), are generally well-known by the general public. However, the forms that social media can take have expanded and become more complicated in recent years, including the introduction of new types. In particular, these include online social networks, networks for sharing media, discussion forums, social bookmarking, blogs, and microblogs, amongst other similar platforms. In many instances, numerous social platforms form due to the combination of several distinct categories. (Kakkar 2018).

2.1 The Role of Social Media in a Student's Education

Nowadays, people worldwide are wholly reliant on the services made available via the internet, which is social media (Phillips & Young, 2009). It is challenging and hard to find anyone who does not enjoy the benefits of social media. It is next to impossible to find someone who does not enjoy the benefits of social media.

Nowadays, social media platforms have demonstrated their value as an effective means of communication. It offers people worldwide a centralized forum where they can interact with one another more effectively and communicate more quickly. People who share interests can locate one another on social media platforms, where they can interact and eventually form a community. Examples include artists, musicians, and

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other creative types. Brands and businesses can use social media as a valuable platform to promote and publicize their products and build their identities and reputations online.

Over the past decade, social media has made its way into people's lives and has evolved into an indispensable component of everyone's daily routine. The effects of social media on society and the addiction that comes with it are constantly evolving, and every day, new users are initiated into the platform (Nguyen, 2021).

These social media platforms, such as Facebook and Twitter, have grown into behemoths and are now required to be installed on all electronic devices (Craig & Cunningham, 2019). These platforms initially began as an experiment, and no one had any idea that they would go on to have such enormous success. However, billions of people have been drawn to these apps over time due to the excellent youth outreach and user-friendly environments found on these platforms. It has also been established that more than one million new users join these platforms annually.

Numerous individuals are helped by the development of modern technology in all of its guises, which is constantly expanding with each new day and advancing at a rate that has never been seen before in the history of technology. Because of the numerous opportunities made available by social media platforms, approximately two out of every three people use various forms of social media (Nickerson, 1995).

Some of the characteristics of social media platforms, such as those that are advantageous for the use of millions of people, include the following:

- People living in different parts of the world are brought together through social media, making communication quicker and more prolonged than other methods (Couldry, 2012).
- The operation of social media platforms is carried out exceptionally effectively (Skeels & Grudin, 2009).
- Many things were done differently before the advent of social media, including people's lifestyles worldwide. Since the advent of social media, many doors of opportunity have been opened, and individuals have gained significant exposure to a wide range of information worldwide. This exposure has brought about a significant shift in how people live their lives, which has brought about a great deal of positive change (Kaur & Kumar, 2022).
- People can connect with new people and break free from the monotony of their daily lives through social media, making it an excellent recreation source. Many angry people do not know how to deal with their feelings, and social media can help by providing a positive influence (Yang, 2023).

These advantages, as well as a significant number of other features that are comparable to them, are available. Because of this, social media are incredibly well-liked and utilized significantly worldwide (Khan et al., 2022). When we take a look at all of the successful social media platforms that are available today, such as Linkedin, Twitter, Facebook, and Instagram (which is a subsidiary of Facebook), we can see that these platforms have multiple uses and can also be used by entrepreneurs and businesses to endorse and market their goods to an entirely new audience. Many businesses are already displaying their products and services online to take advantage of social media platforms' benefits. These businesses have been very successful, and as a result, they have attracted the interest of many new customers. In light of this, it is clear that people today must recognize the significance of social media and its many advantages (Mata & Quesada, 2014).

2.1.1 The Numerous Benefits of Social Media for Students

Every discovery, piece of technology, and item that already exists in this world has positive and negative aspects. However, the most essential aspect is how technological advancement impacts societies and those living there.

Everyone who uses social media for any reason should know its implications for every facet of life. A significant number of individuals make use of various technologies and social media platforms without being fully aware of the potential drawbacks. The users use social media, and it is entirely up to them to decide how the various social media platforms should be used most effectively. The importance of an individual's priorities will be reflected in how social media interacts with them. However, these platforms' primary function and goal is only to bring about a positive change in every individual's life and create opportunities that can last for a considerable amount of time (Scholz, 2012).

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2.1.2 Social Media Improves Student Communication

The fact that social media platforms facilitate such strong connections between their users is one of the most appealing features of using these platforms. Because each student is unique, it can be challenging to connect at times. The presence of social media in the lives of youth and students has completely transformed how they interact with one another and their peers. Many students choose to spend their time alone and miss out on the opportunity to make new friends. Anyone can initiate contact with another user on social media platforms and form friendships. Students can also seek out and connect with other individuals with similar interests. Young people frequently use platforms such as WhatsApp, Telegram, and Instagram for efficient communication and connection. Students have been given a space to communicate with each other and their teachers without leaving the safe proximity of their homes. These social media platforms have proven to be very beneficial for students recently, during the Pandemic, and with the introduction of online classes to the academic world (Heinonen, 2011; Madge et al., 2009; Li et al., 2023; Saputra et al., 2023; Farsi, 2021; Barker et al., 2012).

2.1.3 Social Media Provides Students with Current Information and Updates

Attending schools and taking classes may only sometimes be enough to give you all the necessary information. There are some things you need help to learn. When students are educated conventionally, the focus is almost exclusively on one particular way of life and the available career options. Students and young people who aspire to have successful careers in various creative and academic fields can now take advantage of the many new opportunities and breakthroughs that have become available due to the advent of social media. Social media can also aid research, and obtaining a great deal of data on various topics much more quickly than consulting books or sitting in a classroom is possible. Students had no choice but to rely on television broadcasts, newspapers, or their teachers to stay abreast of what was going on in the world before the advent of social media; however, with the advent of social media, students now have access to all the most recent information regarding what is happening in the world through social media. People can obtain vital information about anything they are interested in learning with just a few simple clicks on social media applications, and this information can be received in real time (Kurka et al., 2015; Bergström & Jervelycke Belfrage, 2018).

2.1.4 Social Media Creates A Student Community

In the modern world, social media platforms have established themselves as gathering places for diverse communities that foster innovation and individual empowerment. Communities are formed when groups of individuals with similar characteristics meet and congregate in large numbers. Students and younger people have historically been the most active users of social media platforms to found online communities. Students benefit from exposure to the real world and developing problem-solving skills when participating in communities like these because it demonstrates a common interest among the group members. Students can talk about topics that interest them with people from all over the world, an experience that can only be described as thrilling. It creates an atmosphere of togetherness; no one in those communities ever feels like missing out on anything (Constantinides, 2014; Guan et al., 2022).

2.1.5 Students Can Be Amused Via Social Media

It is common knowledge that social media can help acquire information. There are many creative people worldwide, and many like to express their creativity by making innovative videos covering various subjects. These tapes are typically humorous, succinct, and short; they have gained much popularity among young people. These content creators post their videos, photos, and other creations on social media platforms like Instagram, YouTube, and Facebook. Online games are another popular type of entertainment, and many different communities devoted to playing these games have been established among the student population. These strategies provide the students with a beautiful way to escape stressful situations and relieve tension (Han et al., 2020; Xie et al., 2020; Ahmad & Murad, 2020).

2.1.6 Social Media Facilitates Student Learning

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The most significant benefit that comes from students using social media is the enhancement of their educational experiences. Educators' use of social media to test new approaches to delivering their curricula to students presents a significant opportunity for innovation. Students can use social media to interact with their teachers and ask them questions when they cannot do so in the classroom. The range of topics a young student can learn about has significantly increased thanks to social media, and many new doors have been opened. During the recent COVID-19 pandemic, students extensively used it to communicate with one another, share notes, and obtain additional important information related to their academic pursuits. Students who choose to receive their education at a distance or study abroad have benefited from using social media because it has reduced the time and money spent traveling. Because of the great capabilities of social media, it is now possible for any student, no matter where they are in the world, to study anything (Hosen et al., 2021; Bateman, 2021; Zarzycka et al., 2021; Ngussa et al., 2021).

2.2 Disadvantages of Social Media For Students

Students can gain valuable experience and exposure through social media, a beneficial tool. Sometimes, they use social media without exercising any control or being aware of the adverse effects it can have. Like everything else, social media has its downsides, which should be considered to make it more user-friendly and environmentally responsible. Some of these drawbacks include the following:

2.2.1 Addiction to Various Forms of Social Media

When young people use social media platforms for an extended period without moderation and cannot stop themselves from using applications like these, they develop an addiction to those platforms, which can significantly adversely affect their mental and physical health. When students become excessively attached to a social media platform, their attention is diverted from their studies, and they cannot concentrate as effectively as they once did. After conducting many studies, it has been discovered that students tend to squander a significant amount of time on social media. As a result, they stop carrying out the fundamental responsibilities that are a part of their academic lives (Dhiman, 2023; Vaghefi et al., 2023; Huang et al., 2023).

2.2.2 The Use of Social Media Platforms Hurts Socialization

Students can have significantly more fruitful interactions with their classmates and instructors as a direct result of using social media. It is also a fact that certain people can become so engrossed in social media that they forget about everything else going on in the world and begin isolating themselves. Any student who engages in the practice of isolating themselves damages their relationships with the members of their families and their extended families. It has been observed that students will often stop going outside their homes and interacting with anyone in their classrooms (Zhang, 2023).

2.2.3 The use of social media platforms can lead to bullying online.

As a serious and growing problem in today's society, cyberbullying is now officially recognized as a form of online criminal activity. People who engage in cyberbullying can find a common breeding ground on the various platforms available through social media. One of the advantages of using social media is that it allows users to maintain a pseudonymous identity. People have started to make negative connotations with this feature even though the availability of such a feature is because security is being prioritized. The victims of these cyber bullies are harassed in various ways, including but not limited to receiving inappropriate messages, having offensive and racial slurs commented on pictures they have posted online, and sending inappropriate messages to other people. People will make up false identities online and cause trouble for no other reason but to have fun doing it. It is entirely immoral and has the potential to cause a significant amount of psychological distress. Students and younger people are the primary targets of cyberbullies because of the severity of the harm that can be inflicted on them. The aftereffects of cyberbullying can be extremely long-lasting, including panic attacks, clinical depression, and other severe mental health issues (Popat & Tarrant, 2023).

2.2.4 Much Inappropriate Content on Social Media

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Everyone can have free speech on social media platforms, which is a beautiful thing to have in this modern world; however, free speech has the potential to be harmful in many situations. It is a well-known fact that social media platforms offer a wide variety of entertainment options; however, a significant amount of the material that can be found on these platforms and is therefore accessible to young people is not at all suitable for them and pushes the limits of acceptable behavior. It is inappropriate for any student to view the vast amount of sexually explicit and offensive content readily available on social media platforms and can be accessed by anyone. Additionally, many people use social media platforms such as Twitter and Instagram to promote bigotry and prejudice towards others and influence young people to engage in horrifying behaviors. Students and other young people who use social media run the risk of unintentionally or intentionally becoming involved in activities that could have a variety of negative repercussions for their futures. Pornographic content is the most significant risk factor that draws in many young users and causes them to become very dependent on social media for all of the wrong reasons. Students develop mental instability due to their consumption of inappropriate content on the platforms available today, and they lose a sense of what is appropriate and what is inappropriate. This type of content may also result in an inability to sleep, in addition to causing other serious side effects (Jhaver et al., 2023).

2.2.5 Students' Use of Social Media Can Pose Grave Health Risks

It is a well-known proverb that "Health is Wealth." It is of the utmost importance for students to take care of their mental and physical health. Because students' life is so unpredictable, they should always strive for perfection because they never know when an opportunity or academic responsibility will present itself. The use of social media in any student's life should be kept to a minimum and based on gleaning only positive results from the various social media platforms. However, this is not the case that is seen most commonly. It has been observed that students and other young people become engrossed in social media and continuously use it for various un-beneficial reasons. Students waste a significant amount of time by spending the entirety of both the day and night seated in front of the displays of their computers or holding mobile phones in their hands. This time could be better spent engaging in other productive endeavors. The students become addicted due to their heavy use of social media platforms, which causes them to forget about everything else. When students are exposed to social media, their mental health suffers, and they are less likely to become distracted from their studies. The fact that no physical activities are involved contributes to the student developing a slothful attitude. It has also been observed that, in many instances, students start giving up their sleep and develop severe cases of sleeping disorders (Alismaiel, 2023; Sfeir et al., 2023; Lederman, 2023).

3. Methodology

The descriptive analysis method was utilized in this research. It was decided to go with the quantitative approach. We make use of primary data, such as the results of the questionnaire. The most important objective of this research project is to establish whether or not social media use affects students' academic performance in Malaysia. At first, 500 questionnaires were distributed across the Malaysian colleges and universities in Selangor, Malaysia; however, only 465 of those individuals responded to the survey. In addition, 35 questionnaires were deemed invalid due to respondents who needed to be more engaged or who provided incomplete responses. In the end, we looked at a total of 465 responses in order to complete the data analysis. The information needed for this study was gathered using a technique referred to as "simple random sampling." After the data were collected, they were analyzed with the Statistical Package for Social Science (SPSS), and the results were displayed in tables along with the corresponding frequencies and percentages.

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4. Findings

4.1 Profile of Respondents

Table 1: Profile of Respondents

Q1	Gender	Frequency	Percentage
1	Male	263	56.55
2	Female	202	43.44
	Total	465	100%
	Age	Frequency	Percentage
1	18-25	209	44.94
2	26-30	103	22.15
3	31-35	98	21.07
4	36-40	61	13.11
	Total	465	100%
Q2	Marital Status	Frequency	Percentage
1	Single	392	84.03
2	Married	163	35
	Total	465	100%
Q3	Ethnicity	Frequency	Percentage
1	Bumiputera	57	12.25
2	Malays	213	45.86
3	Chinese	102	21.93
4	Indians	93	20
5	Others	none	0%
	Total	465	100%
Q4	Education	Frequency	Percentage
1	Diploma	**105**	**22.58**
2	Bachelor	195	41.93
3	Master	98	21.07
4	PhD	67	14.40
	Total	465	100%

The primary survey was carried out in Malaysia, including responses from 465 students chosen randomly to represent the entire nation. There were 44 questions throughout the questionnaire, which were broken up into two distinct sections. The only questions to be answered in that section were the first four, which all inquired about the respondent's background and were required. The responses to these four questions can be found in tabular form 1. For the Gender category, there are two possible selections: male and female. The number of respondents who selected males was 263, while the number of respondents who selected females was 202. According to these results, there were more men than women who participated. Respondents can be broken down into five distinct categories based on their ages. Two hundred nine respondents selected the age range 18-25, 103 respondents selected the age range 26-30, 98 respondents selected the age range 31-35, and 61 respondents selected the age range 36-40. Those respondents aged 18–25 comprised a relatively large proportion of the total, but the primary survey also included participants from a wide range of other age groups. The respondents were given two choices for their marital status, and they either selected 1 = Single (including the widow, divorced) or 2 = Married. Three hundred ninety-two people were unmarried, while there were 163 married people, indicating that single people make up most of the population. When it comes to the question of the respondents' ethnicity, they have the opportunity to choose from one of five distinct options. Fifty-seven respondents selected

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Bumiputera, 214 respondents selected Malays, 102 selected Chinese, 93 selected Indians, and none selected Others.

As a consequence of this, the Malay category had the highest rate compared to the other categories. Under education, there are four options: Diploma, Bachelor's Degree, Master's Degree, and Ph.D., and the number of respondents who selected each of these was 105, 195, 98, and 67, respectively. Most of the people who answered the survey have a bachelor's degree.

4.2   Social Media and Academic Performance

Table 2: Awareness of social media

Q5	Do you have mobile phones?	Frequency	Percentage
	Yes	446	**95.91**
	No	19	**4.086**
	Total	465	
Q6	Do you have internet access on your mobile phone?	Frequency	Percentage
	Yes	446	**95.91**
	No	19	**4.086**
	Total	465	
Q7	Are you familiar with various forms of social media?	Frequency	Percentage
	Yes	465	**100**
	No	-	
	Total	465	**100**

When asked whether they own a mobile phone, 446 (95.91%) of the total 465 respondents answered in the positive, while only four percent (4% of respondents) responded in the negative on the same issue. A follow-up question asked whether you have internet access on your mobile phones, and 446 (95.91%) of the 465 respondents responded positively. A further follow-up question asked respondents whether they were familiar with social media websites to gather more information. All of the respondents, which accounts for 100% of the total, gave an affirmative response. Most of those who responded own a mobile phone equipped with internet access and are familiar with various social media websites.

Table 3: Uses of social media

Q8	Which social media platform do you enjoy using the most? You may tick more than one	Frequency	Percentage
	Facebook	421	**90.53**
	Instagram	209	**44.94**
	WhatsApp	465	**100**
	Skype	112	**24.086**
	Zoom	312	**67.096**
	Twitter	118	**25.37**
	My space	87	**18.70**
	Yahoo messenger	198	**42.58**

When asked which social media platform they enjoy using the most, they gave the following response: Facebook (90.53%), Instagram (44.94%), WhatsApp (100%), Skype (24%), Zoom (67%), Twitter (25.37%), My space (18.70%), and Yahoo messenger (42.58%) are among the most popular social media platforms. The study's findings show that WhatsApp sites are the most popular among students, followed by Facebook.

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Table 4: Social media perusing

Q9	How much time do you typically spend perusing the social media website?	Frequency	Percentage
	1-hour per day	66	14.19
	3 hours per day	129	27.74
	5 hours per day	205	44
	7 hours per day	65	13.97
	Total		

When respondents were asked how much time they typically spend perusing the social media website, 14% of those polled said one hour per day, 27.24% said three hours per day, 44% said five hours per day, and almost 14% said 7 hours per day. Most respondents spent five hours daily on social media sites.

Table 5: Why do you use social media sites?

Q10	Why do you use social media sites? You may tick more than one	Frequency	Percentage
	Chatting	426	91.61
	Academic work	397	85.37
	Downloading videos	205	44
	Watching movies	199	42.79
	Total		

When people were asked why they use social media sites, 91.61 percent said they use them for chatting, 85.37 percent said they use them for academic work, 44 percent said they downloaded videos, and 42.79 percent said they watched films. According to the research results, they used social media for chat and academic purposes.

Table 6: social media and academic performance

Q11	Are you finding that using social media sites is affecting your academic performance?	Frequency	Percentage
	Yes	198	42.58
	No	201	43.22
	Not sure	66	14.19
	Total		

When asked, "Are you finding that using social media sites is affecting your academic performance?", 42.58% of respondents said yes, 43.22% said no, and 14.19% were unsure whether it affected their academic performance.

Table 7: Can social media improves Academic Performance

Q12	Do you believe using social media sites can improve students' academic performance?	Frequency	Percentage
	Yes	398	85.59
	No	20	4.30
	Not sure	47	10.10
	Total		

When asked if they believed that using social media sites could improve academic performance, 85.59% of respondents said that they did believe that social media sites could improve academic performance. In

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comparison, only 4.30% of respondents said it was not improving academic performance, and 10.10% were still determining whether it was improving.

5. Discussion on Findings

People who use social media should be aware that there is a greater potential for benefit, not only for themselves but also for society, in using it more effectively. Nobody ought to cause any damage to themselves or the people who are close to them just because they let themselves be improperly influenced in the wrong way by anything that is said or shown on social media. Awareness is fundamental and significantly affects how people characterize and categorize their behavior on social media platforms. The concept of social media as a form of technology that will also play an important role in the future is already a fact in our current world. Every generation will be able to profit from the goods and services obtained through social media and the connections established with the help of these platforms. For that reason, it is of the utmost significance to disentangle the benefits and drawbacks associated with using this technology.

If students use social media properly, it will help their academic performance. Peter (2015) states that a positive relationship exists between social media usage and academic performance. Other studies show that students can enhance their knowledge through social media. Social media plays an important role in improving students' knowledge (Zaidieh, 2015; Liccardi et al., 2007; Ali et al., 2020; Cao et al., 2013; Papademetriou et al., 2022; Sun et al., 2022; Hidayath et al., 2022; Farahian & Parhamnia, 2022; Khan et al., 2021; Suti & Sari, 2021).

6. Conclusion

Research and discussion on the topic of the connection between students' use of social media and their academic performance is something that continues to take place. While some research has found a correlation between increased use of social media and poorer academic performance, other studies have concluded that there is no significant link between the two. Students may find that using social media distracts them, which takes away from their valuable study time and reduces their ability to concentrate on academic tasks. It may be one of the reasons there is a negative correlation between the use of social media and academic performance. The use of social media can also become addictive, resulting in a loss of motivation to finish academic work and leading to procrastination.

On the other hand, several studies have concluded that making moderate use of social media platforms for educational purposes can benefit students' academic performance. For instance, social media can be utilized as a tool for collaborative learning, enabling students to connect with their contemporaries and share their knowledge and the resources at their disposal.

The connection between using social media and academic performance is complicated and may be contingent on a wide range of factors. These factors may include the nature and frequency of one's use of social media, individual differences in study habits and levels of motivation, and the particular academic activities being carried out. It is essential for students to be conscious of their use of social media and to devise methods for maintaining a healthy balance between their use of social media and their academic responsibilities.

According to the results of the study, the use of social media by students does not affect their overall academic performance. Social media platforms are a powerful instrument that can significantly improve academic performance. However, students should put only a little stock in it as their sole resource.

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