

Impact of social media on students**Renuka bhakar**SRKPGC Kishangarh ,B.A. English Literature, Semester IV ,Maharishi
Dayanand,Saraswati University (MDSU), Ajmer**Article Received:** 04/06/2026**Article Accepted:**07/07/2026**Published Online:**08/07/2026**DOI:**10.47311/IJOES.2026.8.07.203**Abstract:**

Social media Has become a important part of Students daily life it is widely used for daily communication, entertainment, sharing information, and educational purpose. platform such as Instagram WhatsApp, Facebook YouTube, and Twitter provide student easy access to learning materials , online classes and academic discussion at the same time, excessive use of social media can lead to distraction reduce concentration lower academic performance sleep problem, and a mental health issue

The main objective of this research paper is to examine the impact of social media on student by exploring both positive and negative effects these students based on secondary data collected from books research articles educational reports reliable online resources the finding suggest that social media can improve learning communication collaboration and digital skill when used responsibly. however over use may affect student academic performance and productivity and overall well-being

The student conclude that social media is valuable educational tool Student use it wisely and maintain health balance between online activities and academic responsibilities parents, teachers and education, educational institution should also encourage responsibilities and productive use of social media

Keywords :Social media, students, education, academic performance digital learning, online performance, technology, mental health, learning my social networking

Introduction

Social media become the essential part of modern life, specially among student. platform such as Instagram , WhatsApp, YouTube, Facebook, Twitter are widely used for communication for entertainment, information, sharing, and learning.with the rapid growth of smartphone and internet access, student spent their significant amount of their time on social media every day

In recent year, social media has changed the way Student, learn and interact.it provide easy access to educational videos, online courses, study materials , digital libraries and discussion groups.student can communicate with teachers and classmates participate in online competitions and stay updated with educational information these features make learning more flexible interactive, and accessible

However, The increasing use of social media Has also write several concern many students spend excessive time on social media and networking platforms which may reduce their concentration, effect their academic performance, disturbed sleep increase, stress, and anxiety.in the case of cyber bullying, miss information and privacy issue can also can create challenges for students

Impact of social media on students of both positive and negative.when use wisely, it support, learning, improves communication, develop digital skill and encourage collaboration.on the another hand in control and excessive use may lead to addiction, poor time management and reduce productivity

This research paper aims to examine Impact of social media on students Analysing its advantages, disadvantages And influence its academic performance.it provide the recommendation for responsible and balance use of social media so that student can benefit from technology while minimising the negative effect.

Research objectives

The main objective of research paper are

1. to study the impact of social media on student academic performance
2. To identify the positive effect of Social media on learning and Communication
3. To examine the negative effect of excess excessive use of social media
4. Identify how social media effect, students daily life and study habit
5. To suggest the effective way for responsible and balanced use of social media among students

Research questions

This research paper aims to answer the following questions

1. How does the socialmedia affect the student academic performance ?
2. What are the positive effects social media on student Learning and communication?
3. what are the negative effects of excessive views of social media on student daily life?
4. What measures can help the student to use social media possible and balance?
5. How does social media affect the student habits and Daily routines

Recommendations

Based on finding of this study calling recommendation suggested:

1. Student should use social media only for education, educational, and productive purpose

2. Daily screen time should be limit to maintain a healthy balance between studies and online activities
3. Educational institution should encourage The use of social media for learning for collaboration And sharing academic Resources
4. Teacher should guide the students on the responsible and ethic use of social media
5. Parents should monitor and support students in developing healthy online habits
6. Student should Avoid using social media during Study, hour to improve concentration and academic performance
7. Awareness program should be organised to educate student about Cyber bullying and online privacy and digital safety
8. Students should verify information from reliable resources for sharing and using it for academic work
9. School and colleges should Promote digital literacy And responsible online behaviour
10. A balance of social media Can help Student enjoy its benefits while minimising its negative effect on education and well-being

Conclusion

Social media become the important part of student lives and has greatly influence the way they learn communicate and share information it offer many benefit such as easy access of educational resources, better communication with teachers and classmates online learning opportunities and the development of digital skills advantages make more flexible and engaging

However, excessive and Irresponsible use of social media can Have negative effect on students Spending too much time on social network platforms May reduce concentration Affect academic performance Disturb, sleep, and increase stress And lead to addiction Problems, such as cyber bullying Misinformation, and privacy risk also need attention The finding of the studies suggest that The impact of social media depend on How much it is use Student use social media in balance and responsible manner come become a valuable tool for education and personal development. on the another hand overdue or misuse can create challenges that affect both academic and overall well-being

And conclusion, social media Should use wisely to maximise Its educational benefits while Minimising its negative effects Students, teachers, parents an educational institution also have Important role And promoting responsible Digital behaviour.by maintaining a healthy balance between online activities and academic responsibilities student can make the best use of social media. for the learning and future growth