



Impact of Social Media for Distraction on College Students of Gharaunda (Karnal) in Academic Performance

Anju Bala

Assistant Professor

Commerce Department, Government College, Gharaunda (Karnal)

Email - Sharma2anju@gmail.com

Abstract: *The research paper aims to understand the factors that were causing social media engagements and impact of social media on college students in the age group of 17 to 22, in the colleges of Gharaunda (Karnal). To achieve this purpose, a questionnaire survey was designed to collect information from the college students. The research result showed that social media distract college students from their study and ultimately results in poor academic performance.*

Key Words: *Social Media Platforms, Distraction, Social Media Engagement, Academic Performance, Health.*

1. INTRODUCTION:

In today's digital age, the widespread use of social media platform has become an integral part of the daily lives of individuals including college students. Different types of social media services cater to different needs and accommodate various types of content. Students spent a significant amount of their study time on social media platforms (WhatsApp, Instagram, YouTube, Snap chat, blogs, Twitter, Face book etc.) than on their studies which seems to have an adverse effect on their academic performance. Given the extensive use of social media platforms, it was crucial to examine the factors that were causing social media engagement and to determine the impact of social media on college students on the basis of some parameters. The purpose of this research paper was to shed light on the impact of social media and how it caused distraction among college students from their study (academic performance). The objectives of this research paper were to figure out factors that contribute to social media engagement and to figure out whether social media causes distraction. Additionally, this paper also helps to know the impact of social media on attention or retention in academic performance. This paper was trying to focus on distraction, mental health, physical health, ability to concentrate, time span etc.

The central question of this research paper was whether Social Media caused distraction which ultimately affects the ability to study among college students.

The current time is very crucial for students as it is seen that every student is engaged in devoting more attention and time to social media platforms (WhatsApp, Instagram, Snap chat, YouTube, Twitter, Face book etc.). This leads to distraction among college students which results in poor performance in their studies.

Students who frequently use social networking sites were generally not doing well in academic achievement. Instead of reading books, they spend more time on social networking sites. The greater usages of social networking sites had an adverse effect on the students' academic performance, social interaction, sleep duration and foster sedentary behaviour and lack of physical activity [1]. The finding from the study demonstrated a significant relationship between perceived learning, general satisfaction, and digital distraction [2]. Research had shown that a substantial number of students engage in social media extensively, with over 49% of respondents reporting to use it for more than 120 minutes on daily basis[3]. It is seen as a significantly greater adverse relationship between social media use and students' academic performance than it had beneficial effects. It has been examined that the uses of social media among the University of Sharjah's students have been proven to have an impact on both academic performance and health [4]. This research paper studies the factors causing social media engagement and impact of social media on college students in Gharaunda, Karnal. This is done through questionnaire designed survey which will help to examine the factors that are responsible for social media engagement. For this purpose some parameters like span of time, physical health, mental



health, memory, ability to concentrate etc. is considered to figure out whether social media causes distraction and distraction ultimately affects the study.

This process assists to analyze the current situation which college students are facing due to extensive use of social media.

2. LITERATURE REVIEW:

Social media platforms have changed the scenario of information and communication due to which students spend most of the time watching whatever they want. Because of this, students were getting distracted from their studies which resulted in poor academic performance. Research has shown that students have been using social networking sites for long time resulting in distraction from their studies. It also adversely affected their physical and mental health, sleeping hours and social behaviour and led to a sedentary life style. Data was collected across four months (September to December 2019) of 300 women who were students at Prince Sattam Bin Abdul Aziz University. It was seen that a negative impact of social networking sites led to non-communicable diseases among students [5]. The finding of the study has seen negative association between Face book and internet usages with academic achievements. Students have failed to find a balance between time management and attention on entertainment activities which led to academic distraction and academic distraction ultimately affects academic achievement. The data was collected by questionnaire from 100 undergraduates at Hong Kong University. The information collected by the questionnaire related to demographics, internet usage, Face book usage and academic instruction [6]. The study has shown that students have spent a lot of time on social media which ultimately affected their Grade Point Average (GPA). This paper has examined independent variables including: time appropriateness, time duration, nature of usage, health addiction, friend people connection and security/privacy problems while the dependent variables include student academic performance. This paper has revealed that if students used social media platforms positively for educational purpose, it would result in positive impact on Grade Point Average (GPA) [7]. Social media sites like Instagram, YouTube, Twitter, Orkut and Face book are popular among students. Students like to spend a lot of time watching entertainment sites as compared to academic progress. Social media addiction is seen to rise day-by-day which proves that an e-world was taking its toll over the real world. The impact of social media sites on students has been seen by making students less social and individualistic which results in vanishing social values. Students must understand that excess of anything is bad. M and Selvaray have tried to understand the students to use social media in balancing ways [8]. This paper found that social media has played a very important role in students' academic performance. Generally when we think about social media sites, its negative and destructive results come to mind but actually it has played a very important role in academic performance. Its positive aspect always is ignored. WhatsApp was used by students to share information and resources ultimately benefitting them in academic performance. It was free of cost and fast, so it can be used by most students. Twitter was also one of the educational tools used by teachers to create virtual groups to share academic resources with students and colleges. It is seen as also helpful to enhance critical thinking of students. Another tool was Face book which was also used for sharing information. Instagram was found an important social media tool which helps to improve historical knowledge by uploading old images, to show students works of art and design and get comments to improve their ability [9]. This paper has assessed the student's perception regarding social media tools (Face book, Instagram and Blogs) as a learning tool in classroom environment. It is seen that there was no difference between male and female students' perception regarding social media tools. Some social media tools were found to be less helpful in learning. The limitation of the study was that it considered only offline classes and few courses [10]. It is seen as a deficiency in study to identify the optimal duration which is considered best for learning. Students were not aware which social media tool was good for them. The study has not identified academic performance of students which showed that social media platforms were beneficial for learning [9]. A small number of parameters have been considered in research to assess the effects of social media and has limitation to identify the factors that contribute to social media engagement. The finding of the investigation revealed that only a tiny percentage of students were taken into consideration that accessed social media platforms for educational purpose [10].

Excessive social media usage has caused distraction which splits attention away from the task resulting in poor performance. The research was based on 743 questionnaires which were completed by Chinese college students. This paper has investigated the association between excessive social media usage and distraction in daily life and the modified stroop task [11]. Social media has a dual impact on students' achievements. It has helped students to socialize, solve their issues related to studies and help to make new friends. The research has focused on variables to assess impact of social media respondents' access to internet, usage, perception of social media and their frequency of using it [12]. It has focused on the role of social media in task performance. It has shown that the appearance of social media notification regarding different stimulus properties (sound and vision) lowered cognitive resource capacity to concentrate on the



main task. A question has risen that students were found unable to focus their attention on the main task due to social media notifications. For this purpose, the research has applied a cognitive experiment among university students [13].

Previous researches have mostly focused on distraction based on health, sleeping hours, social behaviour and consider few types of social media platforms. Such limitations hinder the further expansion of impact of social media and use some parameters which help to understand distraction which ultimately affects the ability to study among college students.

3. MATERIALS:

3.1 Social Media:

Social media is seen a unique web 2.0 technological innovation which facilitates social and online networking with the help of audio, video, text and images. Social media as web based and mobile applications provides several means of communications which include creation, sharing and participation of user-generated content [18]. Social media combines web and mobile technologies to provide highly interactive platforms that allow people to share, create, discuss and modify user generated contents. Media sharing services like YouTube, MySpace and Flickr focus on sharing videos and photographs [14]. Social media users have generated contents including posts, comments, digital photographs, video sharing and any online interaction data which represent the lifeblood of social networking and social media sites [15]. Social media was a virtual platform that facilitates to make new connections, to exchange information and fostering amicable relationship with others. Students spent a significant amount of time on social networking sites instead of study courses and preparing examinations which results in a negative Impact on GPA [16].

3.2 Types of Social Media:

Various types of social media platforms (YouTube, Instagram, Twitter, Face book, LinkedIn, Whatsapp, Snap chat) made possible for people to connect with each other at any time and from any location. It was used to create, share and exchange stuff by using information and ideas electronically [14].

3.3 Engagement on Social Media:

Given the extensive use of social media platforms, it is crucial to examine the factors that are causing social media engagement and to determine the impact of social media on college students on the basis of some parameters. In the digital age, students used social media to be aware of what their friends were doing, stay up to date with news and events, find entertainment and funny contents, share photos, ideas and videos, meet new friends, lack of friends and less social behaviour. Addiction of digital games was preceded by loneliness, depression and aggression. It was a place to express what they think and to have useful connection [19].

3.4. Impact of Social Media on Academic Performance:

The greater usage of social networking sites has adverse effect on students' academic performance, social interaction, sleeps duration, and fosters sedentary behaviour and lack of physical activity [1]. The finding of the study has seen negative association between Face book and internet usages with academic achievements. Students have failed to balance time management and attention on entertainment activities which leads to academic distraction and academic distraction ultimately affects academic achievement [6]. Students were more likely to spend time on social media for objectives other than education, which tends to divert them from studies and harm their academic performance [5].

3.5 Distraction:

The term 'Distraction' refers to competing reaction inclinations. It is the process of diverting one's concentration from the target area and lessens the ability to receive and process information from that area. Due to the availability of various types of social media and easy access of internet facility, distraction has become a critical issue in the digital age. Heavy use of social media displaces or splits attention from the task at hand which results in poor performance [11]. Students extensively used social media which diverted their attention and focus from their task. As a result students wasted their time on activities which are unhelpful, dishonest and unethical. Students have observed frequent diversion from their academic work and as a means to pass the time. Social media platforms were used to chat rather than academic work [17].

4. MATERIALS:

4.1. METHOD:

This section has presented the research methodology which was used to investigate the impact of social media for distraction in academic performance among college students of Gharaunda, Karnal. This study used a quantitative



research approach to collect information and examined the connection between social media distraction and academic performance [3]. A convenient response of 183 students was collected. The target audience was male and female undergraduate students between 17 years to 22 years [4]. For the current study, a questionnaire was used to collect data from multiple respondents through primary and secondary research, and then evaluated and visualized using various charts and graphs. For primary data, a self-structured online questionnaire has been shared within the area of Government Colleges in Gharaunda. Secondary data was collected through various websites and journals relevant to the study.

5. BODY SECTION:

5.1. Types of Social Media:

Various types of social media platforms (YouTube, Instagram, Twitter, Face book, LinkedIn, WhatsApp, Snap chat) were available which made it possible for people to connect with each other at any time and from any location. It is used to create, share and exchange stuff by using information and ideas electronically [14]. Overuse of social media platforms has adverse effect on concentration, focus and attention during study. Students have become technology addicted as so many options of social media are available with them [4]. YouTube and WhatsApp were the most popular social media platforms (61.2% and 56.8%) while Face book, Twitter, LinkedIn had the lowest hits (around 7.1%, 3.8% and 1.6% respectively). Approximately among the respondents the most frequently visited social media platform (31.1% of respondents), Instagram was one of the most popular social media platforms.

Which type of social media do you use the most?(may be more than one)



183 responses

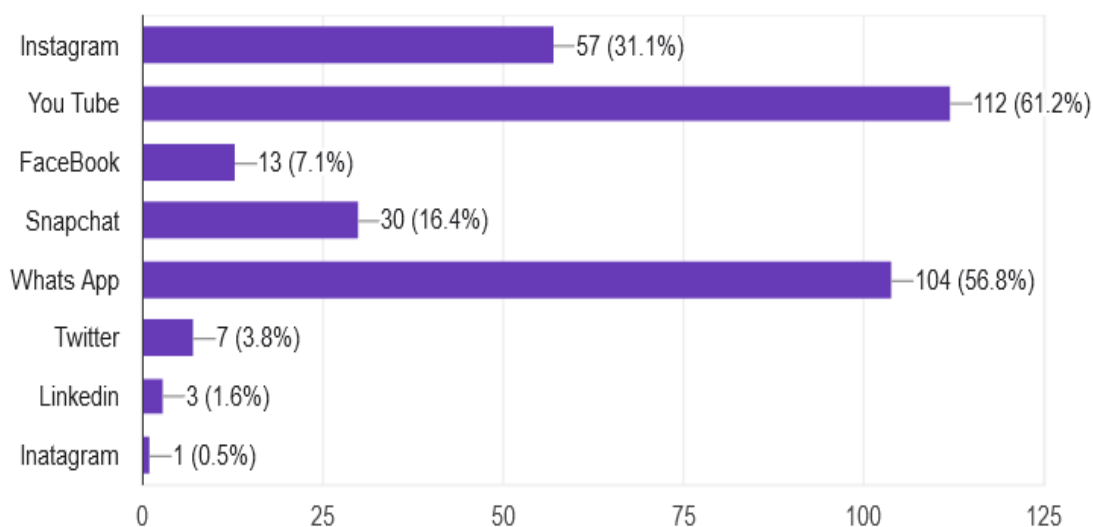


Figure1: Type of Media

5.2. Time Spent on Social Media:

The time spent on social media has revealed significant insight into the degree of distraction among respondents. Students have spent more time on social media as compared to study which has resulted in less concentration and attention from their study and other educational tasks [3]. Approximately 43.2% of the respondents reported using social media for less than 1 hour. It has come to light that just a small percentage of students have spent time on social media in any way. Around 38.8% of respondents indicated that they had spent one to two hours. It has been indicated that a considerable percentage of students have committed to spend time on social media. More than two hours were reported by 18% of respondents.



How many hours a day do you spend on social media platforms?

183 responses

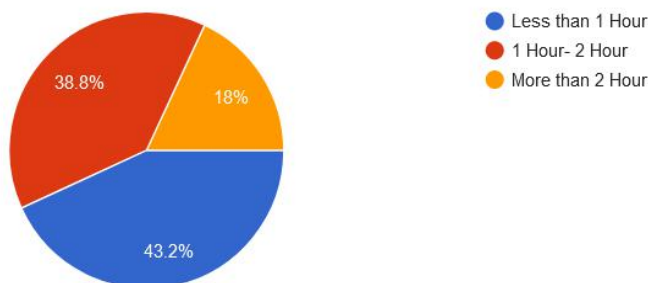


Figure 2: Time spent on social media

5.3. Frequency of checking mobile phone:

Students have checked their phone or social media platforms frequently which have showed a consistent trend of distraction among students from study. It has revealed less concentration and lack of attention during study time [3]. Roughly 8.2% of respondents reported frequently checking social media sites while studying. 38.8% of respondents occasionally checked social media platforms during study time. Less time has been spent on social media platforms by 19.7% of respondents. 16.4% of respondents admitted checking social media sites most frequently which eventually causes students to become distracted from their studies and do poorly academically. In 16.9% of respondents, there have been no adverse effects on academic performance because they never evaluated social media platforms.

What is the frequency of checking Social Media Platforms when you are studying?

183 responses

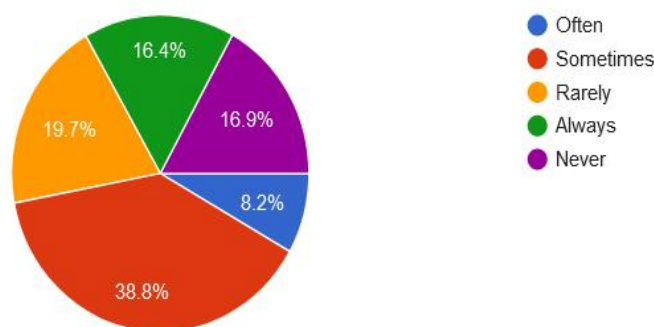


Figure 3: Frequency of checking social media

5.4. Notifications distract students:

Notifications of social media platforms have made it challenging for students to focus during study time. It has interrupted their concentration, attention and retention in academic performance [3]. Approximately 6.7% of respondents reported that they have frequently become sidetracked by notifications on social media platforms. Additionally, it negatively affects one’s ability to concentrate while studying. The highest percentage of respondents (35.5%) reported being distracted by frequent notifications. It also has adverse impact on concentration during study time. According to 18.6% of respondents, notifications have a negligible impact on academic performance while 16.9% of respondents indicated that they were constantly distracted by notifications on social media platforms. Notifications had never caused distraction during study time according 22.5% of respondents.



Did notifications in your mobile phones distract when you are doing academic work?

183 responses

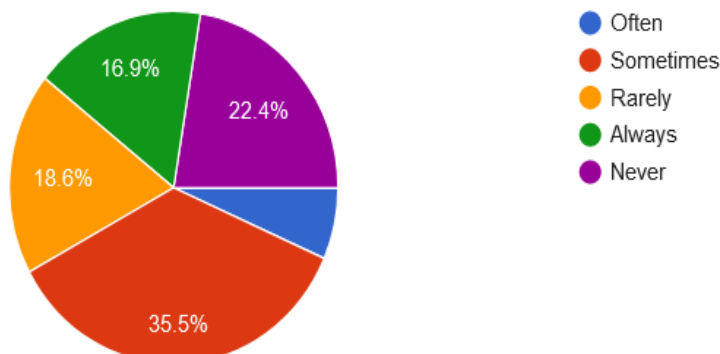


Figure 4: Notifications

5.5. Physical Activity:

It has seen adverse relationship between social media and physical activity. Students have spent most of the time on social media platforms which ultimately made them physically less active [4]. Approximately 52.5% of respondents agreed that extensive use of social media platforms leads to physical inactivity. Around 20.2% of respondents have strongly agreed that social media platforms have led to decrease in physical activity while 13.1% of respondents disagreed that there was an adverse relationship between social media and physical activity. Around 14.2% of respondents have no idea whether social media is associated with physically activity or not.

There is lack of physical activity due to extensive use of social media platforms.

183 responses

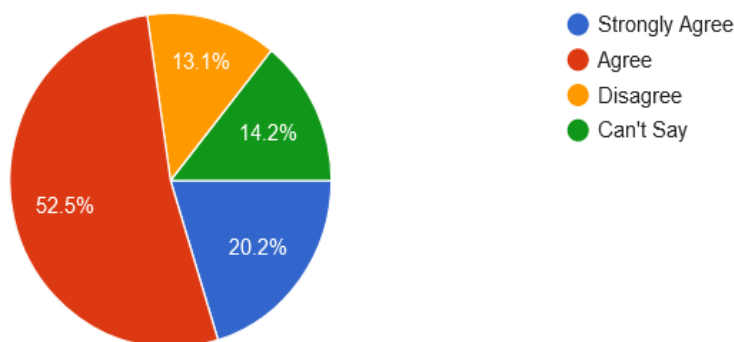


Figure 5: Physical Activity

5.6. Sleeping Hours:

Students have been using late night social networking sites which results in decrease in sleeping hours. It has also adversely affected their physical and mental health, sleeping hours and social behaviour and also leads to a sedentary life style [5]. Approximately 8.2% of respondents revealed that the extensive use of social media platforms affected sleeping hours mostly while approximately 29% of respondents revealed that their sleeping hours occasionally decreased. The maximum percentage (33.3%) of respondents denied the impact of social media platforms on their sleeping patterns. Around 11.5% of respondents agreed that whenever they have extensively used social media platforms, it has resulted in sleep delay. 18% of respondents revealed that extensive use of social media platforms rarely affected their ability to sleep.



The extensive usage of Social Media Platforms leads a decrease in sleeping hours.

183 responses

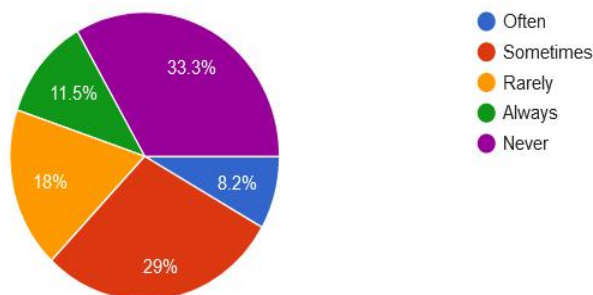


Figure 6: Sleeping Hours

5.7. Purpose of using social media:

Social media users have generated contents including posts, comments, digital photographs, video sharing and any online interaction data which represents the lifeblood of social networking and social media sites [15]. Approximately 61.7% of respondents mostly used social media platforms to watch educational videos while the least important purpose of using social media was found to be sharing information through tweets (around 10.4%). Additionally, students also used social media platforms for posting photos (16.4%), chatting(17.5%), downloading music/videos (15.8%), reading blogs (14.2%), to pass the time (22.4%), surfing Google (12%) and others (20.2%).

For what purpose you used social media platforms?(may be more than one)

183 responses

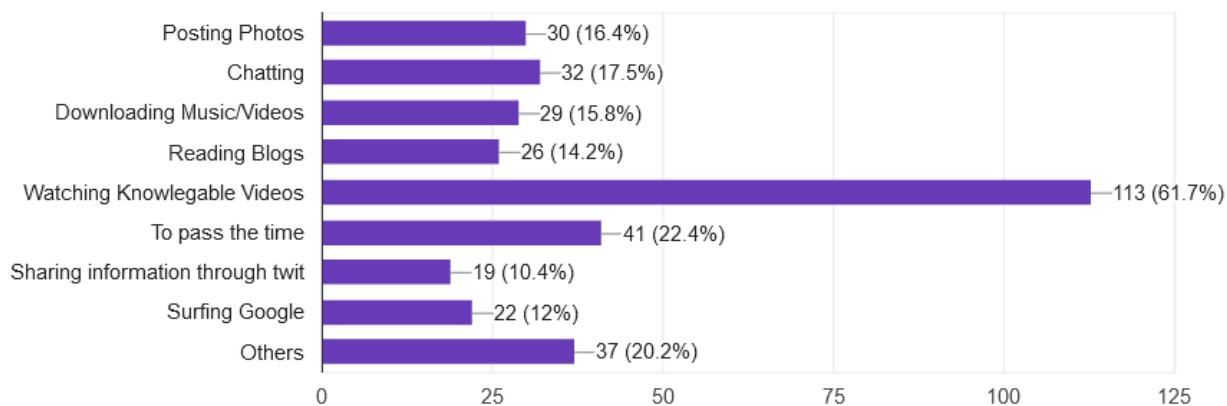


Figure 7: Purpose to use social media

5.8. Academic Performance:

Social media platforms have changed the scenario of information and communication due to which students are spending most of their time watching whatever they want. Because of this, students were getting distracted from their study which results in poor academic performance. The maximum percentage (approximately 49.2%) of respondents have agreed to some impact of social media on academic performance while around 16.9% of respondents assume a significant impact of social media on academic performance. A minimal percentage (15.3%) of respondents have admitted a minimal impact while around 18.6% of respondents revealed neutral response towards the impact of social media on academic performance.



There is adverse impact on academic performance due to Social media platforms

183 responses

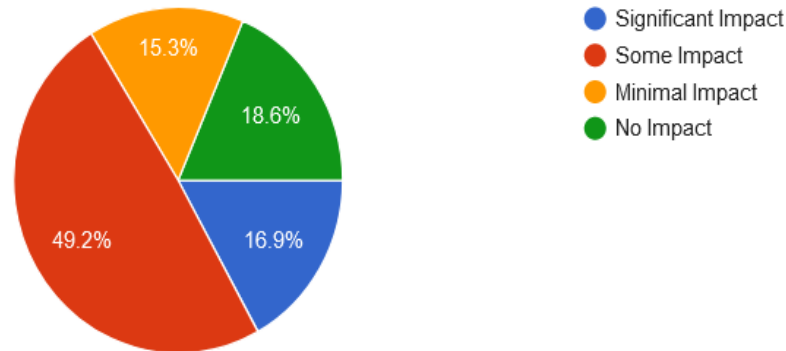


Figure 8: Academic Performance

5.9. Learning and social media:

In this digital world, various types of social media platforms were accessible to students which constantly diverted their attention from learning. A small percentage of respondent disagree with social media platforms' ability to help in learning while the majority of respondents (97.8%) agree with this statement.

Do you think social media platform helpful in learning?

183 responses

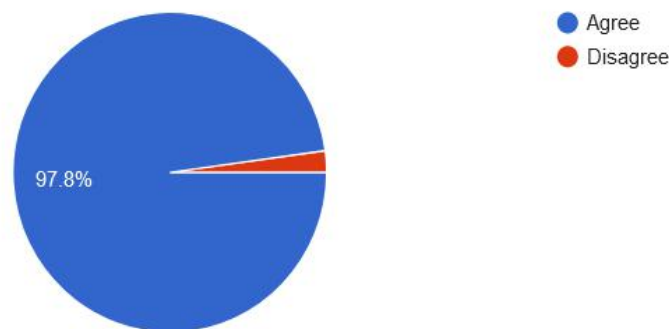


Figure 5.9: Learning

5.10. Distraction:

Excessive social media usage has caused distraction which splits attention away from the task, resulting in poor performance [11]. Students have failed to balance between time management and attention on entertainment activities which led to academic distraction and academic distraction ultimately affected academic achievement [6]. Whenever students have tried to learn something from social media platforms, unnecessary ads distract from their main task. The majority of respondents (51.4%) agree that unnecessary ads engage them to use more social media platforms while approximately 19.1% of respondents disagree with this statement.



The unnecessary ads are engaging you to use more social media platforms.

183 responses

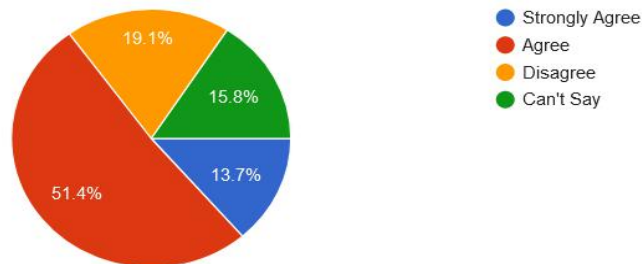


Figure 10: Unnecessary Ads

5.11. Health

Students have been using social networking sites for a long time resulting in distraction from their study. It also adversely affects their physical and mental health, sleeping hours and social behaviour and also leads to a sedentary life style. It is seen as a negative impact of social networking sites which leads to non-communicable diseases among students [5]. The majority of respondents (57.9%) agree that social media platforms developed a sedentary life style which often affected your health, while a minimal percentage of respondents disagree with this statement. A small proportion of respondents disagree that there was any adverse change in attention or retention due to social media platforms while majority of respondents (59%) agree with this statement.

There is adverse change in attention or retention due to social media platforms.

183 responses

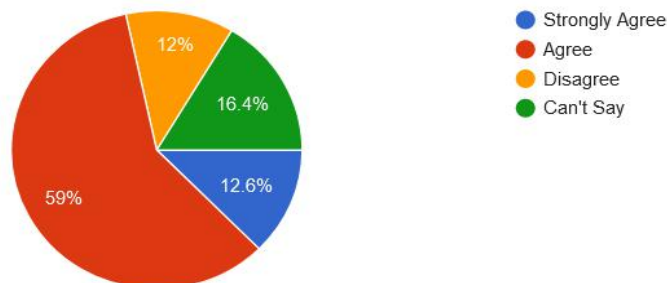


Figure 11: Mental Health

You have developed sedentary life style which often affects your health.

183 responses

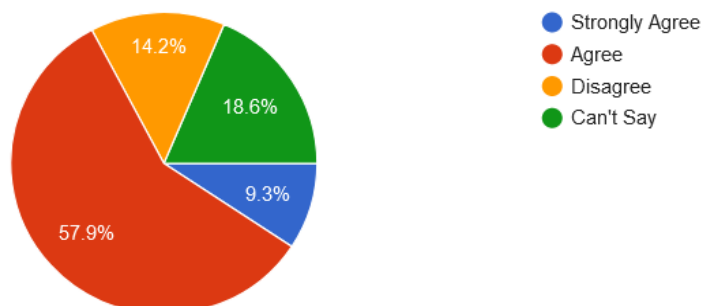


Figure 12: Physical Health



6. DISCUSSION:

Many significant issues concerning the usage of social media platforms during study time had been brought up by this research. The survey found an alarming drop in students' ability to maintain retention or attention on their academic work. Overall, a wide range of respondents reported adverse effect on health as a result of sedentary lifestyle which was followed by extensive use of social media. The finding demonstrated that heavy use of social media distracted students from their academic work which brought adverse effect on academic performance and health among college students. Additionally, most of the respondents reported to access social media during free time and spent less than 1 hour on it. Result furthermore showed that majority of students used social media platforms for sharing important information and study materials. Majority of respondents said that needless advertisements in between watching educational videos caused them to lose their focus from their task at hand and resulted in wasting time. Nevertheless, among various variables used in this research, time management, physical activity, unnecessary ads, notifications, frequency of checking phones, sedentary lifestyle and concentration has a stronger significant influence on students' academic performance. All things considered, easy access to a variety of social media platforms generally resulted in less social behaviour and had a negative impact on sleeping patterns as well. Moreover, most of the respondents agreed that notifications caused them to lose focus during class time which resulted in poor performance in their academic performance.

7. ANALYSIS AND RESULTS:

The present study explores the impact of social media for the distraction in academic performance with the help of some parameters. The finding of the study had showed that social media platforms had significant impact on academic performance. Additionally, it addressed that YouTube, WhatsApp and Instagram were the most preferred social media platforms. On the other hand, the least popular social media among students were Face book, Twitter, Snap chat and LinkedIn. The majority of students had spent less than 1 hour on social media platforms. Students had spent an hour daily on social media with the result that they had postponed their academic task. Distraction had the major influence of social media platforms on college students. In addition, the finding revealed that social media platforms divert their attention during study time and it made difficult retention on academic work which ultimately affects their academic performance. It reflected that the majority of students had agreed that they frequently checked social media which diverted their attention from their task at hand. Most of the students have agreed on the fact that their physical activity had reduced and this has resulted in some health issues. Results furthermore showed that there was no effect on their sleeping hour of using social media and the maximum percentage of students agreed that social media platforms were also helpful in learning by watching educational videos. The study also revealed that unnecessary ads and notifications on social media platforms had engaged them to use more social media which ultimately distracted them from their academic work. The survey result highlighted the health challenges faced by the students by following sedentary lifestyle and extensive use of social media platforms. Majority of the students showed that there was statistically significant impact of using social media on concentration during study time. The finding from the study indicated that students spent most of the time on using social media platforms as compared to study which resulted in distraction and addiction to social media platforms.

8. FINDINGS :

The finding from the study indicated that students spent most of the time on using social media platforms as compared to study which resulted in distraction and addiction to social media platforms.

9. CONCLUSION:

Through this research, we aim to understand the factors that were causing social media engagements and impact of social media on academic performance of college students due to extensive use of social media platforms. A structured questionnaire was used with 16 thought-provoking questions to collect data from the students of Government Colleges in Gharaunda through a convenient Google form. The finding of the study shed light on the impact of social media for distraction on academic performance. Our finding demonstrates that heavy use of social media distracted students from their academic work which brought adverse effect on academic performance and health among college students. The study also had some limitations. The total sample of the study was the college students from Government Colleges in Gharaunda. The number of participants was taken in to account for the limited sample size. Additionally, only a few social media platforms and a limited number of parameters are used in the study. This study gives consideration to examining the negative influence of social media platforms on academic performance.

**ACKNOWLEDGEMENT:**

I would like to thank the Government Colleges in Gharaunda and their respective departments for their continuous support throughout the research. I am grateful to my colleagues and friends for their support during this research. Last but not the least; I am grateful to the participants for their cooperation during the study.

REFERENCES:

1. Behera, D. K., Gartia, D. R., Sahoo, D. R., Munda, S., & Sahu, P. (2023). A statistical analysis of the effect of social networking sites on students' academic performance in the western Odisha universities. *Journal of Mathematical Problems, Equations and Statistics*, 4(1), 05-09
2. Gözl, B., Özbek, U., & Horzum, M. B. (2023). Digital distraction levels of university students in emergency remote teaching. *Education and Information Technologies*, 1-22.
3. Halubanza, B., Kadakwiza, S., & Mulenga, J. (2023, August). Distracted Minds and Declining Grades: Unveiling the Detrimental Effects of Digital Distraction on Student Academic Performance. In *Zambia Association of Public Universities and Colleges (ZAPUC) Conference* (Vol. 3, No. 1, pp. 27-36)
4. Rahman, S. A., Al Marzouqi, A., Variyath, S., Rahman, S., Rabbani, M., & Ahamed, S. I. (2020, July). Effects of social media use on health and academic performance among students at the university of Sharjah. In *2020 IEEE 44th Annual Computers, Software, and Applications Conference (COMPSAC)* (pp. 711-716). IEEE.
5. Kolhar, M., Kazi, R. N. A., & Alameen, A. (2021). Effect of social media use on learning, social interactions, and sleep duration among university students. *Saudi Journal of Biological Sciences*, 28(4), 2216-2222.
6. Feng, S., Wong, Y. K., Wong, L. Y., & Hossain, L. (2019). The Internet and Facebook usage on academic distraction of college students. *Computers & Education*, 134, 41-49.
7. Mensah, S. O., & Nizam, I. (2016). The impact of social media on students' academic performance-A case of Malaysia Tertiary Institution. *International Journal of Education, Learning and Training*, 1(1), 14-21.
8. Rithika, M., & Selvaraj, S. (2013). Impact of social media on students' academic performance. *International Journal of Logistics & Supply Chain Management Perspectives*, 2(4), 636-640.
9. Desmal, A. J. (2017). The impact of using social media and internet on academic performance case study Bahrain Universities. *EAI Endorsed Transactions on Scalable Information Systems*, 4(13).
10. Talaue, G. M., AlSaad, A., AlRushaidan, N., AlHugail, A., & AlFahhad, S. (2018). The impact of social media on academic performance of selected college students. *International Journal of Advanced Information Technology*, 8(4/5), 27-35.
11. Xie, J. Q., Rost, D. H., Wang, F. X., Wang, J. L., & Monk, R. L. (2021). The association between excessive social media use and distraction: An eye movement tracking study. *Information & Management*, 58(2), 103415.
12. Talaue, G. M., AlSaad, A., AlRushaidan, N., AlHugail, A., & AlFahhad, S. (2018). The impact of social media on academic performance of selected college students. *International Journal of Advanced Information Technology*, 8(4/5), 27-35.
13. Piotrowski, M., Ślebarska, K., & Buszman, K. (2022). Social Media and Task Performance: Does Being Online distract task completion?. *The New Educational Review*, 67, 249-260.
14. Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*, 54(3), 241-251.
15. Russell, B. S., Maksut, J. L., Lincoln, C. R., & Leland, A. J. (2016). Computer-mediated parenting education: Digital family service provision. *Children and Youth Services Review*, 62, 1-8.
16. Gok, T. (2016). The Effects of Social Networking Sites on Students' Studying and Habits. *International journal of Research in Education and Science*, 2(1), 85-93.
17. Tayo, S. S., Adebola, S. T., & Yahya, D. O. (2019). Social Media: Usage and Influence on Undergraduate Studies in Nigerian Universities. *International Journal of Education and Development using Information and Communication Technology*, 15(3), 53-62.
18. Manu, B. D., Ying, F., Oduro, D., & Boateng, S. A. (2021). Student engagement and social media in tertiary education: The perception and experience from the Ghanaian public university. *Social Sciences & Humanities Open*, 3(1), 100100.
19. Aksoy, M. E. (2018). A qualitative study on the reasons for social media addiction. *European Journal of Educational Research*, 7(4), 861-865.