IS STUDENT ENGAGEMENT WITH SOCIAL MEDIA AFFECTING THEIR STUDIES?

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ABSTRACT

This paper discusses the influence of social media on student engagement and academic self-efficacy, with a focus on how students make use of these platforms for academic purposes and the potential challenges they face. The research explores the dual impacts of social media on students' academic performance, with a central focus of its role in facilitating collaboration, granting access to educational resources, and maintaining motivation. Simultaneously, it deals with issues many students face, such as distractions, time management difficulties, and the stress associated with excessive social media usage. Taking survey data into consideration, the research shall get closer to the student's behaviour and attitude towards social media in an academic context, offering a nuanced understanding of how these platforms influence learning. The paper finally concludes with suggestions on how responsible use of these media among the students can be fostered, thus optimizing academic outcomes while not causing significant drawbacks. These findings contribute to the ongoing conversation about integrating digital tools into education while emphasizing the importance of balancing social media usage with academic responsibilities.

Keywords- Academic Self-Efficacy, Digital Pedagogy, Social Media Engagement, Cognitive Load Theory, Edutainment

1. INTRODUCTION

In recent times, social media has significantly reshaped how individuals, especially students, interact, communicate, and access information. Facebook, Twitter, Instagram, and YouTube essentially form the daily lives of students, changing not only their social lives but also their educational scenario. With these developments, some important questions regarding students' academic performance, efficacy, and overall educational results have arisen in terms of their involvement with social media. Social media, despite its use as a collaborating and knowledge sharing tool, has also been found to create challenges in one's academic performance.

The most important advantage of social media is that it might help with regards to communication between students and academics. In this respect, multiple platforms can be used by students to discuss any topic, share resources, and work with one another on projects when working worldwide. To this end, a feeling of community and belonging is fostered, and students may seek help and support from both their peers and tutors. In addition, social media provides students with educational access in the form of video tutorials, quizzes, and online forums. It creates an environment leading to learning for every student. That is to say, this could fortify academic self-efficacy, because students end up taking control of their learning and gain deeper knowledge about a subject.

Conversely, the extensive use of social media can lead to potential drawbacks that may adversely affect individuals' academic performance. The constant flow of new notifications and updates might distract one's attention from study material and the urge to browse through non-academic content may be an excuse for delaying action and diverting attention away from studies. In particular, the latest trends in dopamine-inducing short-form material such as Instagram and YouTube reels pose a problem. The short, easy-to-consume videos provide instant gratification for the students, thereby leading to decreased attention spans. The constant consumption of such content becomes harmful for the students as they are unable to get involved in deep and focused study sessions, which makes it difficult for them to concentrate on more challenging or lengthy academic tasks. The abundant research findings have exposed that the over-exposure of social media consumed much time, correlated with lower grades and less study time. Thus, the nuances of this relationship accompany the tasks of teachers and policymakers as students negotiate a fine line between leveraging social media for educational purposes and succumbing to distractions.

Such social media interactions impact the intricate structure of how students' academic self-efficacy develops. On one hand, some students are motivated and inspired by success stories shared among their peers online, while, on the other hand, some become dissatisfied with themselves and develop self-doubts through head-to-head comparison with apparently successful people in online forums. They often forget the fact that, people usually post only the good stuff and the successes on the internet, which is not the truth. And they end up doubting themselves to an extent that may adversely affect their academic self-efficacy. The paradoxical effect tends to result in lowered motivation and

engagement in academic activities, which negatively impacts one's performance in the context of academic endeavours. Thus, exploring the role of social media in shaping students' perceptions of their capabilities and academic goals is crucial for fostering a supportive educational environment.

In the context of modern education, it is essential to consider how social media can be effectively used as a tool to help students and how it can be integrated strategically in the learning process. The variety and the amount of free educational resources on the internet is so much that anyone can practically learn any skill. And it is ironic, how both distractions and potential are available on the same platform. Thus, this becomes an interesting field of topic to explore. By examining the complex dynamics of social media engagement and its effects on academic outcomes, this report aims to shed light on the evolving landscape of education in the digital age.

In conclusion, the intersection of social media and education presents a rich and area for exploration and analysis. With technology evolving at an unprecedented pace and increasing engagement of with these platforms, understanding the implications for their academic experiences is vital for creating supportive learning environments. The objective of this study is to help the learning and teaching community understand how universities are navigating the demands of a changing world, ensuring relevance and efficiency in training the next generation of thinkers and leaders.

Aims

This study mainly focuses on the estimation of the influence social media involvement has on the academic self-efficacy and performance of students, the balance of the positive and negative consequences of social media within an educational context, and how to effectively incorporate social media into learning practices. The attainment of such objectives will therefore help the study in yielding valuable insights on how educational institutions can tap into the advantage offered by social media and at the same time minimize its inconvenience into an overall impactful achievement for student learning outcomes in a digital landscape.

Problem Statement

In recent years, pervasive influence from social media has triggered many critical discussions regarding its impact on engagement and its effects on academic performance and self-efficacy. Students are constantly connected to various platforms that stream information, interactions, and comparisons with peers—a scenario rapidly developing in this era of digitalization. While this connectivity may increase learning opportunities and enhance social collaboration, several critical issues pose significant challenges. Many students grapple with feelings of inadequacy and low self-confidence as they measure their achievements against the curated successes showcased online, particularly on platforms like LinkedIn and Instagram.

Moreover, the impact of social media on self-efficacy is not well understood, leading to a gap in research exploring how these digital interactions influence students' perceptions of their academic abilities and potential for success. Some students view social media as a tool to boost their academic success while enjoying the entertainment available online. In contrast, others struggle to benefit from educational content, becoming trapped in a cycle of instant gratification from reels and videos. Thus, with the aim of understanding this complex link between social media use and academic self-efficacy among students, this study sought to establish. By addressing these issues, the study will provide valuable insights for educators and institutions seeking to foster resilience and a positive learning environment in the digital age.

Research Gap

Despite the increasing prevalence of social media in students' lives, there remains a significant gap in understanding its impact on academic self-efficacy and performance. The rapid advancement of technology has created an environment where students are constantly exposed to their peers' achievements, often leading to comparisons that can undermine their confidence and motivation. While some literature addresses the role of social media in education, comprehensive studies focusing specifically on the psychological effects of social media engagement on self-efficacy are limited.

Additionally, current research tends to overlook the nuanced experiences of different students, as the influence of social media can vary widely based on individual circumstances and usage patterns. The existing body of work does not adequately explore how these varying interactions with social media platforms affect students' academic performance and overall educational experience. Addressing these gaps is crucial for educators seeking to foster a supportive learning environment that enhances student resilience in the face of competition and uncertainty in the digital age.

2. LITERATURE REVIEW

In recent years, extensive research has explored the impact of social media on student engagement and academic performance, with mixed results. Some studies stress that social media can be an important means of enhancing academic collaboration or resource sharing and motivating students. Among these, some of the most valuable platforms considered for creating online study groups, accessing educational content, or interacting with both peers and educators are Facebook, Telegram, and YouTube. For instance, Junco et al.(2011) proved that students who used social media for

learning purposes performed better and were more engaged than the rest. In this case, it can be argued that using social media as a supportive means of learning would complement traditional ways of learning by supplementing other means of disseminating knowledge and collaboration for the students.

However, there are other studies that express the negatives of academic social media use, especially if a student gets distracted and less attentive. A huge chunk of research has found that heavy dependence on social networking websites actually deteriorates the academic performance of students; it is seen as a cause for procrastination, inappropriate time management, and elevated levels of stress. For example, Kirschner and Karpinski (2010) observe that students who spent much time on social media sites like Facebook showed lower GPAs compared with their peers who limited their social media use. These findings highlight the dual nature of social media—while it can enhance learning opportunities, it can also hinder productivity if not managed effectively. This dichotomy underscores the importance of understanding how students can strike a balance between benefiting from social media and avoiding its potential pitfalls.

3. RESULT ANALYSIS

Integration of Social Media in Study Routines

Social media plays a rather important role in the study routines of the majority, influencing time management, balancing responsibilities, and how they relate to academic content. The responses to the first two questions in the survey are most useful to the researcher to better understand the different ways that the students use social media for it to feature as part of their lives during academia, emphasizing both its benefits and drawbacks.

One of the popular methods which the students employ in their study process includes a short mental break through social media. A few minutes of break from tedious academic tasks, is necessary to clear their minds before proceeding with their study. This resonates with other popular productivity systems-the most well-known, perhaps, is the Pomodoro system, which encourages work in short bursts, broken up by a series of short breaks, to be able to concentrate more on longer periods. However, it is important that the students are tracking their time spent in those breaks so that, if abused for a long period, it becomes a disincentive to productivity rather than an incentive.

Another extremely popular approach is to reward the completion of study activities with some time spent on social media. Disciplinary focus can be maintained for proper study hour while using social media as a positive reinforcement, because the students know that they can access it once they finish their work. It is more structured for balancing academic responsibilities and leisure time, and thus, a clear boundary is established between work and relaxation. In this case, social media work in order to motivate rather than distract from their end.

Interestingly, a subset of students avoids using social media entirely during study periods. These students are the ones, that maintain their discipline, and strategically plan out their breaks, such that it does not come in the way of their academic goals. This disciplined approach suggests an awareness of the potentially distracting nature of social media and a commitment to minimizing interruptions in their academic workflow.

Conversely, some students use social media alongside with their studies, by multitasking. While, this may be helpful to have access to online resources or facilitate communication with peers, it also raises concerns about the negative impact of digital multitasking on cognitive performance. Studies have shown that having divided attention while studying, may reduce the productivity, and it becomes harder for students to retain information or stay focused on complex problems. This dual use of social media suggests an ongoing tension between its role as a useful tool and its potential to disrupt concentration.

Students come up with many techniques to find a balance between study time and social media time. Others are more structured. They allocate time to certain study activities to avoid killing time while studying. Others make use of an external aid, such as a productivity application, where they put limitations in terms of social media by the use of the timers, to ensure that it does not take up most of their hours devoted to studying. These are new measures indicating that students are increasingly aware of how to consciously control their use of social media in order to maximize performance at school.

On the contrary, there are also students who do not consciously balance social media and study time, which further leaves a space for unregulated usage and possible distractions. This presents a reverse scenario where there is a deliberate effort to manage both activities without too much scrutiny on study time since some students spend so much time on social media while keeping studious times to the minimum. This highlights the importance of self-awareness in digital habits, as well as the value of strategies such as time management and the intentional use of productivity tools to mitigate the risks associated with social media use.

For some students, this can actually work well as a productivity tool or reward system; however, for others, it becomes challenging to strike the right balance between social media and academic responsibilities. Ultimately, appropriate time management strategies and conscious regulation of social media usage will prevent social media from devolving into a

distraction in the academic lives of students. In conclusion, the integration of social media into students' study routines reflects a broad spectrum of behaviours, ranging from disciplined separation to simultaneous multitasking. While some students strategically incorporate social media as a productivity tool or reward system, others may struggle to balance it with their academic responsibilities. Ultimately, for social media to have a positive influence in students' academic lives, time management strategies and conscious regulation of social media are key to achieve that.

Motivation and Engagement with Academic Content

Social media plays a crucial role in shaping students' motivation and engagement with academic content. Students come across a variety of tools and platforms, to stay connected with learning materials, peers, and academic influencers which helps them maintain motivation and actively participate in their studies. The responses to the survey questions in this section reveal diverse reasons why students use social media for academic purposes and how they engage with different types of academic content.

One of the primary reasons students are drawn to social media for academic purposes is the ability to interact with educational communities. Platforms, such as Twitter, LinkedIn, and Facebook groups focused on specialized topics, offers students a space to discuss subjects, share information, and get advice from peers and professionals in specific areas of interest. This interaction brings a sense of belonging, and students can share their ideas and get feedback on any academic issues they have, which inspires them to remain involved in studies.

Many are also using social media for its educational content, which includes tutorials, videos, and quizzes. It is very popular because it breaks things down into easy-to-understand engaging formats for subjects that are complex and requires guidance from mentors. Video tutorials, for example, allow students to visualize abstract concepts, making it easier for them to understand difficult subjects. Quizzes and other interactive tools help students test their knowledge and reinforce learning in real-time, keeping them actively engaged in the learning process.

Many students prefer catching up on current academic news and developments on their social media. This access to real-time information is invaluable for students who want to stay informed about trends and advancements in their field. Students may follow influencers, read summaries of research, or join discussions on emerging issues. All of this acts as a catalyst that keeps them motivated.

Yet another driver of students' social media engagement is being introduced to new study techniques and approaches from academics. Influencers share extremely valuable timely insights about managing time, study hacks, and discipline-specific tips as part of their daily routine. The number of students following these influencers, therefore, stays motivated and learns how to optimize the best study habits for delivering better academic performance, which ultimately gives them a sense of progress and achievement.

The most important element that ensures students' long-run motivation sustainability is the feeling of community and support developed by social media. Being connected with others with similar academic interests keeps students eager to overcome obstacles and focused on goals. Be it online study groups, forums, or discussions with peers, the collaborative environment of social media keeps the students keen with their work and maintains a learning-friendly attitude towards all academic work.

In a nutshell, social media has proven to be a powerful tool for motivating students as well as keeping them active with learning-related content. Students can use the community-building nature, learning tools, and rich academy resources that are available on social media to create a lively, positive atmosphere for their learning environment. This contributes to maintaining students' motivation levels for studying while exploring new methods of learning and connecting with their studies in meaningful ways

Enhancing Problem-Solving Skills through Social Media

Social media has emerged as a staple platform for students who wish to develop problem-solving skills in a learning institution. They provide access to varied learning materials besides enhancing communication among the students, therefore, setting a students' environment that teaches effective methods of solving academic problems. The analysis of the responses to the survey questions in this section highlights the multifaceted role social media plays in promoting critical thinking and problem-solving capabilities among students.

An important role of social media in enhancing problem-solving skills is through educational resources and tutorials. YouTube, Twitter, and specialized academic forums contain a wealth of instructional content that breaks concepts into pieces that may otherwise seem challenging to grasp. In fact, such resources are often browsed by students to understand topics that have proven difficult. Students frequently turn to these resources to gain different perspectives on complex subjects, allowing them to approach problems from various angles. Such interactions also deepen their understanding while providing multiple approaches that they can utilize according to their study needs.

Collaboration with peers is yet another factor that enhances problem-solving capabilities through social media. This can be perceived as a vital component of study groups and online forums in which students participate to share their problems and seek assistance while solving them. An approach of this nature is not only beneficial for independent understanding but also fosters a sense of community. When students engage in discussions with their peers, they benefit from collective knowledge, diverse viewpoints, and shared experiences, ultimately contributing to their problem-solving skills.

Furthermore, social media provides students with varied solutions for tackling different problems and methodologies. When students follow current trending academics and professional influencers in their respective fields, they learn various methods and procedures that may not be covered within the classroom. This exposure encourages students to think critically about their problem-solving processes and adapt their strategies to suit specific challenges. By exploring solutions to complex problems offered by academic influencers, students can refine their own approaches, leading to enhanced critical thinking and adaptability.

Students often seek help on social media for their academic work, such as accessing resources or collaborating with peers. Many utilize academic groups and forums to post questions, thereby harnessing the collective knowledge of the community. This interaction not only provides them with quick remedies but also solidifies their learning as they engage with others' responses and explanations. Students' ability to reach out for help through social media is crucial in enabling them to take responsibility for their learning and seek proactive solutions to problems; this is a critical aspect of developing problem-solving skills.

Direct messaging peers or even academic influencers has become a common practice among students seeking personalized help. This approach allows for more targeted discussions and can lead to in-depth explanations tailored to an individual's specific needs. This personalized interaction proves to be a more effective approach to problem-solving and results in a deeper understanding of the subject. Students participating in these one-to-one exchanges greatly benefit from instant responses and support, leading to an enhanced ability to handle academic situations.

In summary, social media significantly enhances students' problem-solving skills through access to education, collaboration, and exposure to varied approaches. Through these platforms, students can develop their critical thinking processes through interactions with peers and can seek assistance when necessary. Such multidimensional engagement with social media not only improves their problem-solving capabilities but also creates a favourable environment for academic success. As student progress in their educational careers, social media is likely to remain an effective catalyst in their study practices for developing problem-solving skills.

Influence of Academic Influencers on Study Habits

With the rise of social media, the influence of academic figures on students' study habits has become increasingly pronounced. These influencers, who often share valuable insights, resources, and personal experiences, play a significant role in shaping how students approach their studies. Analysing the responses to the survey question about the impact of academic influencers reveals the varied ways in which these figures motivate and guide students in their educational journeys.

One of the most significant effects that academic influencers have on students' study habits is through offering them practical study tips and useful resources. Several students receive materials from these influencers that may help them engage in effective study techniques, time management, and organizational skills. The practical advice offered by these figures can empower students to refine their study routines, ultimately enhancing their academic performance. By implementing tips from trusted influencers into their daily practices, students are better equipped to navigate the challenges of their coursework, leading to increased productivity and improved outcomes.

Academic influencers encourage students to take a closer look at their studies. Many influencers share insights about their educational journeys. They reveal to the students all the experiences, including struggles and successes and this aspect encourages students experiencing similar situations. his relatability fosters a sense of community and encourages students to persist in their studies, knowing that others have faced and overcome similar obstacles. This brings up the morale of students, thus helping them to overcome academic setbacks with a positive mindset. The motivational content shared by influencers can invigorate students' enthusiasm for learning, helping them maintain focus and determination in their academic pursuits.

Furthermore, academic influencers are a great source of related content for academics. These influencers continue to update posts with research material, studies, and learning materials, keeping students posted on the current trends and activities within their discipline. Constant exposure to new ideas and information greatly enhances comprehension and encourages students to explore resources beyond their curriculum. Exposure to this kind of content, can spark curiosity and critical thinking, ultimately enhancing students' understanding of complex subjects.

Academic influencers inspire students, provide resources, and reshape their perceptions of learning and success. By highlighting diverse paths to academic achievement, these figures challenge traditional notions of what it means to excel in education. This broader perspective encourages students to pursue their interests and passions, even if they diverge from conventional academic routes. As a result, students may feel more empowered to take ownership of their education and explore opportunities that align with their individual goals.

On the other hand, the power of academic figures is not always positive. For example, some students might feel overwhelmed by the vast amount of information and advice shared by influencers, leading to confusion and anxiety. Spending too much time listening to influencers may lead students to develop feelings of self-doubt, which can negatively impact their academic performance. Balancing the inspiration gained from academic figures with a personalized approach to studying is crucial for students to foster a healthy relationship with their education.

In conclusion, academic influencers have an impact on the student's study habits immensely through provision of resources, motivation, and relevant content. These figures inspire students to approach their studies and research more profoundly and impactfully. Although the influence can be tremendously positive, students still need to maintain balance and individuality. As social media continues to move forward, the impact of academic influencers will likely remain a significant factor in the educational journey of students, guiding them on their paths to success.

Goal Setting and Achievement through Social Media

In today's digital age, social media plays an integral role in the academic lives of students, particularly in goal setting and achievement. As students navigate their educational journeys, the capacity to utilize social media for support, motivation, and accountability becomes more essential. An analysis of the survey responses regarding the influence of social media on goal setting highlights its diverse advantages, underscoring how these platforms contribute to academic success.

One of the greatest advantages of social media is that it makes a person responsible because of the sharing of goals by other people. Students are usually on those platforms such as Facebook, Instagram, and Twitter to publicly declare their academic objectives, thus creating a kind of commitment. These public declarations often help the students keep their minds focused on the objectives since they feel a sense of responsibility towards their peers. The supportive environment fostered by social media encourages students to follow through on their commitments, knowing that others are aware of their aspirations.

In addition to this accountability, there are various tools and features on social media which help students to record and track their progress and milestones. Many apps and groups dedicated to academic achievement allow students to share their achievements, big or small, creating a culture that celebrates and encourages. By sharing their progress online, students can track how far they have come and visually monitor how far they've progressed, which uplifts the morale of the students in achieving success.

Furthermore, social media facilitates connections with others who have similar academic goals, creating a sense of community among learners. This establishes a sense of community among learners. Engaging in online study groups or discussing relevant matters to their fields, students can share ideas, resources, and strategies for achieving their goals. This is one feature of social media through which students can learn from each other and get different perspectives regarding attaining their goals. Peers' encouragement and support can be very crucial in keeping a person motivated, especially when going through difficult times.

However, while social media provides numerous benefits, it is essential to consider its potential downside. The abundance of information and conflicting views on social media can sometimes cause confusion or distraction for students seeking input on a particular subject. It can also lead to feelings of inferiority or discouragement when comparing themselves to others. Therefore, students should approach social media critically, engaging constructively and filtering out content that may hinder their progress. Moreover, the impact of social media on goal setting is not uniform across all students. Each student has different habits and preferences, and the impact of social media varies depending on the platform used. Some students can perform better in a connected social environment, while others tend to get distracted by such an environment and fail to realize their goals. This diversity should be taken into account when trying to understand how best students can make use of social media to improve academic experiences. In conclusion, social media acts as a valuable resource for students in establishing and accomplishing academic goals by offering accountability, enabling progress tracking, and nurturing connections with peers. The supportive and collaborative characteristics of these platforms can greatly boost students' motivation and dedication to their educational endeavours. Although challenges may stem from potential distractions and comparisons associated with social media, a balanced and intentional approach can yield positive results. As students navigate their academic paths, effectively leveraging the power of social media can be instrumental in helping them achieve their goals and excel in their studies

4. DISCUSSION ON RESULTS

The outcomes of this survey offer some insight into the complexities involved with the role that social media plays in student engagement and academic self-efficacy. Many of the students indicated that social media platforms, when used effectively, serve as useful tools for academic collaboration and information sharing. The results are such that a good deal of respondents who used Facebook and Twitter reported using them to organize study groups, share educational material, and access various other academic resources. This collaborative aspect of social media may be able to provide students with a sense of belonging and community, both of which have been shown to enhance motivation and engagement in academic study. Finally, the students in this study reported that social media helped them stay informed about important issues relevant to the subject they were studying, thus linking them with an even larger group of peers and instructors.

However, the analysis also revealed some challenges associated with social media use in an academic context. A notable number of students expressed concerns about distractions and the potential for reduced focus on their studies due to excessive social media engagement. This duality indicates that while social media can promote academic collaboration, it may also result in divided attention and reduced productivity. The findings reveal that students face challenges in balancing their social media activities with academic responsibilities, underscoring the need to cultivate self-regulation skills and effective time management strategies.

Moreover, the results underscore the influence of socioeconomic factors on students' experiences with social media. Students from disadvantaged backgrounds expressed lower confidence in using social media for academic purposes, attributing this to limited access to essential technology and insufficient digital literacy skills. Although social media can be a valuable resource for academic collaboration and information sharing, it can also result in time wastage and distractions. This digital divide creates disparities in students' ability to engage effectively with their studies through social media, potentially affecting their academic performance. By creating an environment that encourages responsible social media use, institutions can assist students in maximizing the benefits of these tools while minimizing potential drawbacks, ultimately enhancing overall student engagement and success.

Lastly, the results emphasize the need for educational institutions to provide guidance on effectively integrating social media into the learning process. The educators need to push students to use the applications positively, develop academic content while teaching them to minimize distractions. In this regard, this will help create an atmosphere that encourages responsible use of social media by institutions to enable students to exploit the numerous benefits while avoiding the obvious pitfalls so that the students can achieve their goals in an effective and productive manner.

Unexpected Findings

An unexpected finding from the survey was the significant disconnect between the perceived benefits of social media for academic support and its actual impact on students' emotional well-being. Most admitted that indeed social media can be a useful tool for goal setting and accessing academic resources, significant number of individuals reported experiencing stress and anxiety due to the time spent on these platforms. This means that despite its potential advantages, social media may inadvertently lead to negative emotional outcomes, highlighting the need for students to develop strategies for effectively managing their usage to minimize distractions and enhance their overall academic experience.

Scope for further research

The findings from this study open several avenues for further research into the complex relationship between social media use and academic performance among students. Future research could investigate the long-term impacts of social media engagement on academic self-efficacy and emotional well-being. This may give us some valuable insights on how advancing technology can relate and effect mental health, which has become a major concern over a few decades. Additionally, examining the impact of specific social media platforms and the types of content shared on students' academic outcomes could yield valuable insights as well. Further studies may also look at developing and testing some strategies on effective social media management for students. By assessing the effectiveness of various interventions, such as workshops focused on digital literacy and time management, educators and institutions could more effectively equip students to manage social media's dual role as both a beneficial educational resource and a potential distraction. This research could ultimately contribute toward the development of best practices for social media in academic contexts, towards a healthier balance that increases student engagement and overall academic success.

5. CONCLUSION

In conclusion, this study sheds light on the dual role social media plays in student engagement and academic self-efficacy. While social media has proven to be a valuable tool for academic collaboration, resource sharing, and fostering a sense of community, there is also the challenge on the other end-except in the form of distraction and time management. Findings indicated that students who are able to regulate their social media use benefit from enhanced academic

engagement, whereas those who have poorer regulation skills suffer from dreadful negative emotional and academic outcomes. The changing nature of problems surrounding social media use calls for a balanced approach to maximize the benefits but minimize the adverse outcomes of social media. Institutions and educators can play a vital role by creating strategies and interventions that promote responsible social media use, enabling students to leverage its benefits without jeopardizing their academic performance.

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