

SCROLLING VS STUDYING: HIDDEN ACADEMIC COST OF SOCIAL MEDIA

Mansi Jaiswal, Nitin Shelar, Sonal Bachhao
Marathwada Institute of Technology, CIDCO,
Chh.Sambhajinagar Maharashtra-India

➤ Abstract

This research paper examines the Scrolling Vs Studying: Hidden academic Cost of Social Media students in the digital age. With the increasing use of platforms such as Instagram, WhatsApp, and YouTube, students are spending a significant amount of time online for both academic and non-academic purposes. The study adopts a descriptive research design and collects data from 150 students across various academic streams. It focuses on analyzing usage patterns, time spent, and behavioral effects such as concentration and study habits. The findings reveal that social media plays a dual role in student life. While it supports communication, collaboration, and access to educational resources, excessive usage leads to distraction, procrastination, and reduced academic performance. The study concludes that controlled and purposeful use of social media can enhance learning outcomes, whereas overuse negatively affects student productivity and academic success.

➤ Introduction

In the digital era, social media has become an integral part of students' daily lives, significantly influencing their academic behavior and learning patterns. Platforms such as Instagram, WhatsApp, and YouTube are widely used not only for communication and entertainment but also for accessing educational content and collaborating with peers. As highlighted by Anderson (2020) [1], digital learning environments have transformed how students engage with knowledge, making learning more interactive and accessible. Similarly, Joshi (2021) [2] emphasizes that evolving digital habits are reshaping students' study routines and attention spans.

Despite these advantages, the growing dependence on social media raises concerns about its impact on academic performance. Research by Davis (2019) [3] indicates that constant digital distractions can reduce concentration and hinder effective learning. Moreover, Sharma (2020) [4] points out that excessive social media usage often leads to poor time management and decreased academic productivity among students. While social media provides opportunities for knowledge sharing and academic collaboration, its overuse may result in procrastination and reduced focus on studies.

This study aims to explore the hidden academic costs associated with social media usage among college students. It seeks to analyze how time spent on these platforms affects concentration, study habits, and overall academic performance. By examining both the positive and negative aspects, the research attempts to provide a balanced understanding of social media's role in education. The findings of this study will help students and educators adopt more controlled and purposeful use of social media

to enhance academic outcomes.

➤ Literature Review

The literature on social media and academic performance presents a balanced view of its positive and negative effects on students. On the positive side, several studies highlight that social media enhances access to educational resources, improves collaboration among peers, and increases

student engagement through interactive learning platforms. Students can join academic groups, access online tutorials, and share study materials easily, which supports their learning process. However, research also emphasizes significant negative effects associated with excessive usage. Social media often leads to distraction, reduced concentration, and poor time management, as

students spend more time on entertainment content rather than academic activities. Additionally, prolonged usage can affect sleep patterns and reduce overall productivity

➤ Methodology

This study adopts a descriptive research design to examine the impact of social media on the academic performance of college students. The research is based on both primary and secondary data sources to ensure accuracy and reliability. Primary data was collected through structured questionnaires distributed to 150 students aged between 17 and 25 years from different academic streams such as Science, Commerce, Arts, Management, and Computer Studies.

The questionnaire focused on social media usage patterns, time spent, purpose of usage, and its influence on study habits and academic performance. Secondary data was gathered from journals, research papers, and academic publications to support the study. The variables considered include social media usage as the independent variable and academic performance as the dependent variable. The collected data was analyzed using percentage methods and descriptive statistics to identify patterns and relationships.

➤ Results and Analysis

The analysis of data collected from 150 students reveals significant patterns in social media usage and its impact on academic performance. The results indicate that a majority of students spend between 2 to 3 hours daily on social media, while a considerable proportion spends more than 3 hours, which directly affects their study time. It was observed that nearly half of the students primarily use social media for entertainment purposes, whereas a smaller group uses it for academic activities.

The findings also show that around 60 percent of students' experience

moderate to high levels of distraction due to frequent social media usage. Furthermore, students who spend excessive time online tend to exhibit poor time management and reduced concentration. The analysis clearly suggests that academic performance declines as the duration of social media usage increases beyond a certain limit.

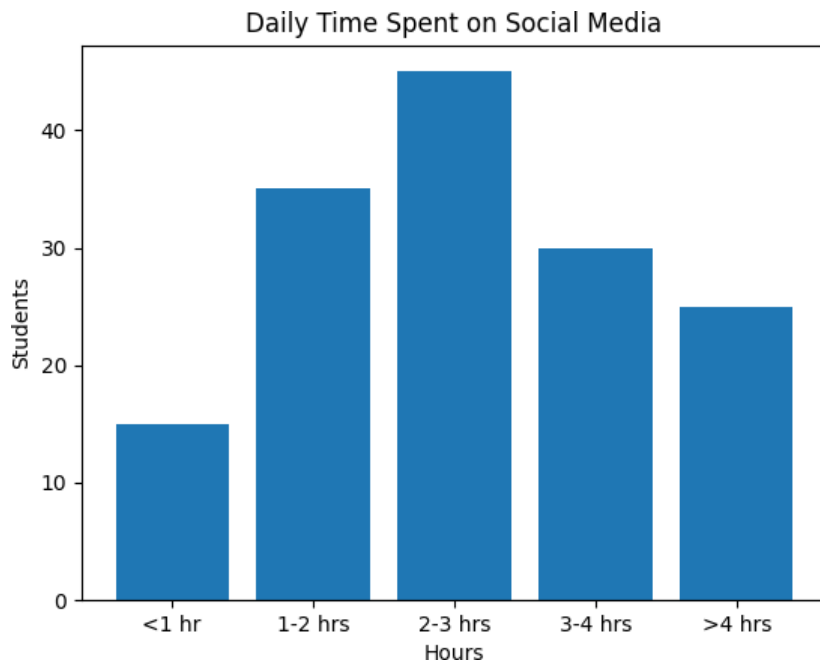


Figure 1: Daily Time Spent on Social Media

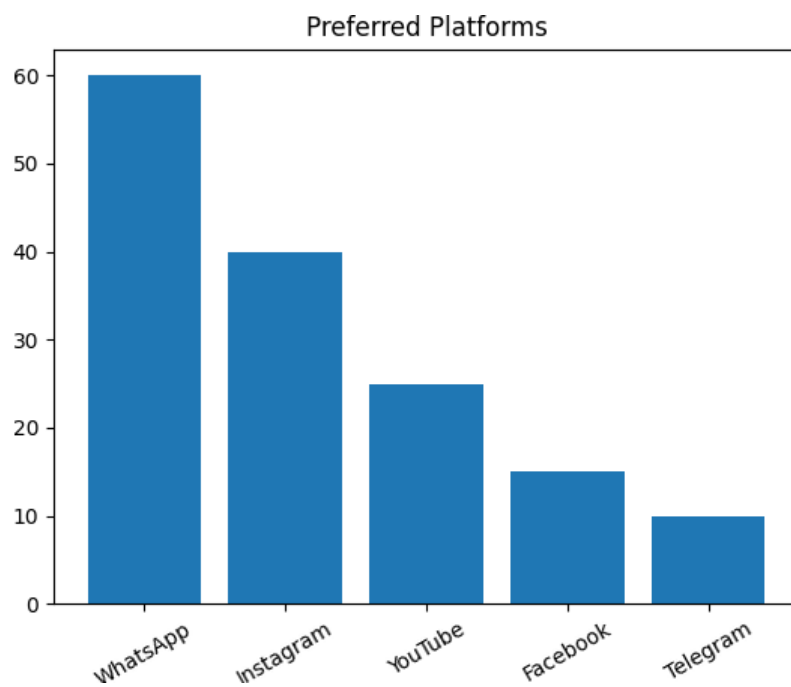


Figure 2: Preferred Platforms

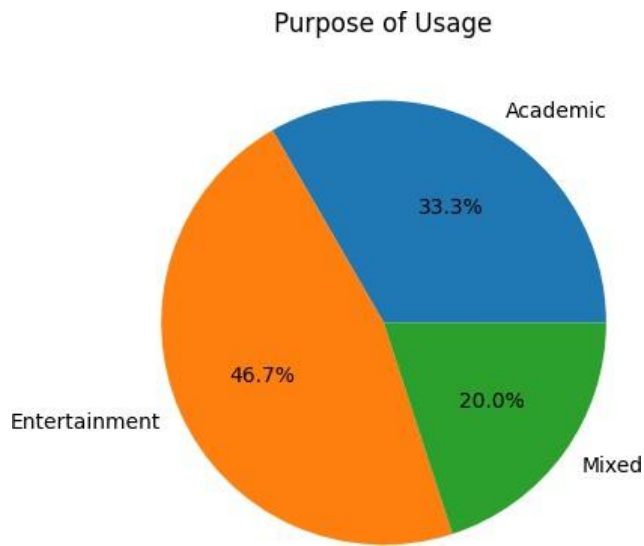


Figure 3: Purpose of Usage

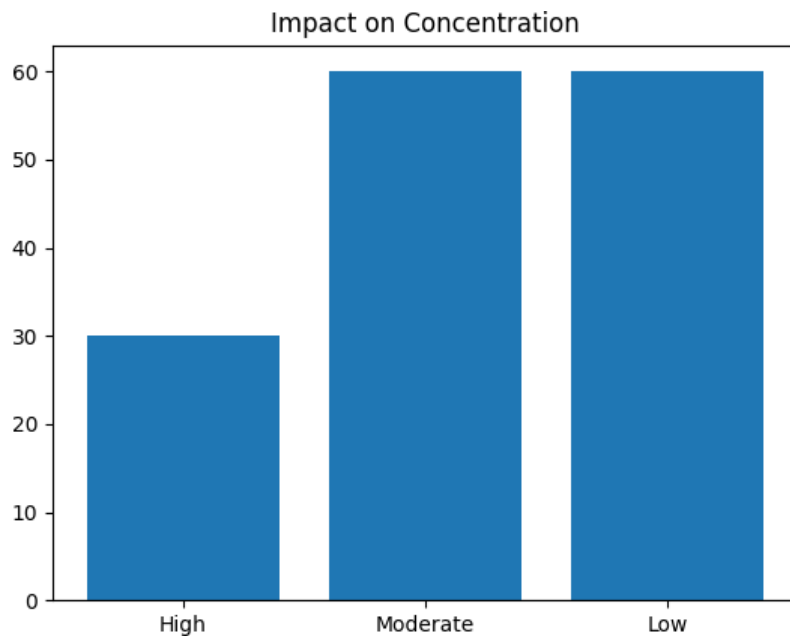


Figure 4: Impact on Concentration

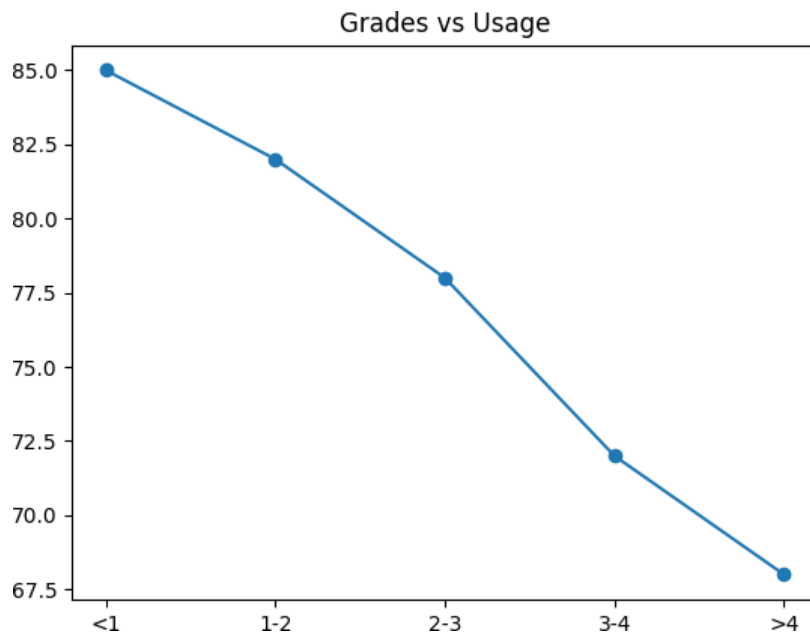


Figure 5: Grades vs Social Media Usage

➤ **Discussion**

The findings of this study highlight the dual impact of social media on students' academic performance. On one hand, social media serves as a valuable educational tool by enabling communication, collaboration, and easy access to academic resources. Students can participate in group discussions, share study materials, and enhance their understanding through online tutorials and digital content. On the other hand, excessive and unregulated use of social media creates significant challenges. It leads to distraction, reduced concentration, and increased procrastination, which negatively affect study habits and productivity. The tendency to multitask between studies and social media further reduces learning efficiency. The discussion suggests that the overall impact of social media largely depends on students' self-discipline, time management, and purpose of usage.

➤ **Conclusion**

This study concludes that social media has a significant influence on the academic performance of college students, acting as both a beneficial and disruptive tool. When used effectively for academic purposes, it enhances learning by providing access to educational content, improving communication, and supporting collaborative study. However, excessive use, especially for entertainment, leads to negative outcomes such as distraction, procrastination, poor time management, and reduced academic performance. The results clearly indicate that the impact of social media depends largely on how students utilize these platforms. Students who maintain control over their usage tend to perform better academically compared to those who spend extended hours online without purpose.

➤ **Future Scope**

The future scope of this study provides opportunities for further research on the impact of social media on academic performance. Future studies can be conducted with a larger sample size across different universities and regions to obtain more generalized results. Researchers can also focus on analyzing the impact of specific social media platforms on student learning behavior and academic outcomes. Additionally, longitudinal studies can be carried out to examine long-term effects of social media usage on students' performance and mental health. The integration of advanced technologies such as artificial intelligence and data analytics can help in tracking student behavior and providing personalized learning recommendations. Exploring these areas will contribute to a deeper understanding of how social media can be effectively utilized in the education system.

➤ References

- 1) Anderson, T. (2020). Digital Learning and Youth Engagement
- 2) Joshi, L. (2021). Digital Habits and Learning Patterns
- 3) Davis, P. (2019). Impact of Digital Distractions
- 4) Kumar, S. (2021). Social Media Influence
- 5) Patel, R. (2022). Online Behavioral Patterns
- 6) Sharma, R. (2020). Social Media and Student Behavior
- 7) Khan, M. (2020). Analysis of Student Academic Behavior
- 8) Chaudhary, S. (2022). Effects of Social Media on Youth
- 9) Iqbal, N. (2020). Internet Usage and Academic Outcomes
- 10) Brown, A. (2021). *Social Media Usage and Student Productivity*
- 11) Verma, P. (2022). *Digital Distractions and Academic Performance*
- 12) Singh, R. (2020). *Impact of Technology on Student Learning Behavior*
- 13) Mehta, K. (2021). *Online Learning and Social Media Integration*
- 14) Gupta, N. (2023). *Social Networking Sites and Academic Outcomes*
- 15) Ali, Z. (2022). *Effects of Screen Time on Student Concentration*