

# A Study on the Influence of Social Media on the Academic Performance of Secondary School Students

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## Abstract

The present investigation aims to explore the influence of social media on the academic performance of secondary school students. In today's digital era, social media has become an essential part of students' daily routines. Although these platforms provide numerous educational opportunities, their excessive use may adversely affect students' academic outcomes. The study was conducted on a sample of 50 secondary school students selected through a simple random sampling technique. Data were collected using a researcher-developed questionnaire and analyzed through percentage analysis. The findings indicate that controlled and purposeful use of social media can facilitate learning, whereas excessive engagement may hinder academic achievement.

**Keywords:** Social Media, Academic Performance, Secondary Education, Learning, Educational Technology

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## I. Introduction

Education plays a significant role in shaping the intellectual, social, and emotional development of learners. Rapid advancements in information and communication technology have significantly transformed the teaching-learning process. Social media platforms such as WhatsApp, Instagram, Facebook, YouTube, and Telegram have become widely used among students.

These platforms serve various purposes, including communication, entertainment, information sharing, and educational learning. Students often access online tutorials, educational videos, discussion forums, and digital learning resources through social media. While these opportunities can support academic growth, excessive use may lead to distractions, reduced study time, and diminished academic performance. Considering the increasing popularity of social media among adolescents, the researcher undertook the present study to examine its impact on the academic performance of secondary school students.

### Need for the Study

The present study was undertaken for the following reasons:

1. Social media usage among students has increased considerably in recent years.
2. It has a significant influence on students' learning patterns and study habits.
3. There is a need to understand both the beneficial and adverse effects of social media.
4. A balanced use of social media is essential for effective academic development.

### Statement of the Problem

**“A Study on the Influence of Social Media on the Academic Performance of Secondary School Students.”**

### Objectives of the Study

1. To examine the extent of social media usage among secondary school students.
2. To investigate the effect of social media on students' academic performance.
3. To identify the educational advantages associated with social media use.
4. To recommend strategies for the effective and responsible use of social media.

### Research Questions

1. How frequently do secondary school students use social media?
2. What effect does social media have on their academic performance?
3. What educational benefits do students derive from social media platforms?

**Delimitations of the Study**

1. The study was restricted to a sample of 50 secondary school students.
2. The investigation was limited to students from one selected school.
3. The study focused exclusively on social media usage and its relationship with academic performance.

**Operational Definitions**

**Social Media**

Social media refers to internet-based platforms that facilitate communication, information exchange, collaboration, and learning among users.

**Academic Performance**

Academic performance refers to the level of achievement attained by students as reflected in their examination scores and scholastic records.

**Review of Related Literature**

**Study 1**

Sharma (2020) reported that moderate use of social media enables students to access educational resources more effectively and supports academic learning.

**Study 2**

Kaur (2021) observed that excessive engagement with social media may negatively influence students' concentration and academic achievement.

**Study 3**

Singh (2022) concluded that educational content available through social media platforms contributes positively to students' learning experiences and academic outcomes.

**Research Gap**

Most previous studies have examined the general use of social media among students. However, limited research has focused specifically on its influence on the academic performance of secondary school students. Therefore, the present study seeks to address this gap.

**Methodology**

**Research Method**

The Survey Method was employed to conduct the study.

**Population**

The population consisted of all secondary school students.

**Sample**

A sample of 50 secondary school students was selected for the study.

**Sampling Technique**

Simple Random Sampling Technique was used to select the participants.

**Research Tool**

A self-constructed questionnaire was developed and administered for data collection.

**Statistical Technique**

Percentage analysis was used to analyze and interpret the collected data.

**II. Data Analysis and Interpretation**

**Table 1**  
**Distribution of Students According to Time Spent on Social Media Daily**

Time Spent Daily	Number of Students	Percentage
Less Than 1 Hour	8	16%
1-2 Hours	18	36%
2-3 Hours	14	28%
More Than 3 Hours	10	20%
Total	50	100%

**Interpretation**

The data reveal that the largest proportion of students (36%) spend between one and two hours per day on social media platforms.

**Table 2**  
**Purpose of Using Social Media**

Purpose	Frequency	Percentage
Educational Activities	20	40%
Entertainment	15	30%
Communication	10	20%
OtherPurposes	5	10%

Total	50	100%
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### Interpretation

The findings indicate that 40% of students primarily use social media for educational purposes, making it the most common reason for usage.

**Table 3**  
**Perceived Impact of Social Media on Academic Performance**

Response	Frequency	Percentage
Positive Impact	18	36%
Negative Impact	22	44%
Neutral Option	10	20%
Total	50	100%

### Interpretation

A majority of respondents (44%) believe that excessive use of social media negatively affects their academic performance.

### Major Findings

1. Most students spend approximately one to two hours per day on social media.
2. Educational purposes constitute the primary reason for social media usage among students.
3. Excessive engagement with social media has a negative effect on academic performance.
4. Appropriate and moderate use of social media facilitates access to educational resources.
5. Online educational videos and academic discussions contribute positively to student learning.

### Educational Implications

1. Teachers should encourage students to utilize social media for educational enrichment.
2. Schools should organize digital literacy programs to promote responsible use of technology.
3. Parents should monitor and guide students' online activities.
4. Educational institutions should integrate suitable social media tools into the teaching-learning process.

### Suggestions

1. Awareness programs should be organized to promote responsible social media use.
2. Students should be encouraged to access educational content through social media platforms.
3. Excessive screen time should be minimized to maintain academic focus.
4. Productive and educational online activities should be promoted among students.

## III. Conclusion

The study concludes that social media exerts both positive and negative influences on students' academic performance. When used responsibly and in moderation, social media serves as an effective educational tool by providing access to valuable learning resources and academic support. However, excessive use may result in distractions, reduced study time, and lower academic achievement. Therefore, a balanced and purposeful approach to social media usage is essential for enhancing educational outcomes.

## References

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## Appendices

### Appendix A

#### Questionnaire

**Instructions:** Please tick (✓) the most appropriate response.

1. Gender:
  - Male
  - Female
2. How much time do you spend on social media each day?
  - Less than 1 hour
  - 1–2 hours
  - 2–3 hours
  - More than 3 hours
3. Which social media platform do you use most frequently?

- WhatsApp
  - Instagram
  - Facebook
  - YouTube
  - Telegram
4. What is your primary purpose for using social media?
- Educational Activities
  - Entertainment
  - Communication
  - Other
5. Does social media assist you in your studies?
- Yes
  - No
  - Sometimes
6. Do you think excessive use of social media affects academic performance?
- Yes
  - No
7. How often do you watch educational videos online?
- Always
  - Sometimes
  - Never
8. Should social media be utilized for educational purposes?
- Yes
  - No

**Appendix B**

**Participant Consent Form**

I voluntarily agree to participate in this research study. I understand that the information provided by me will be used solely for academic and research purposes, and my identity will remain confidential.

**Signature of Participant:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Appendix C**

**Sample Data Recording Sheet**

S. No.	Daily Time Spent	Primary Purpose	Perceived Impact
1	1-2 Hours	Educational Activities	Positive
2	2-3 Hours	Entertainment	Negative
3	Less Than 1 Hour	Communication	Neutral