

The Impact of Social Media Usage on Students' Academic Performance: Balancing Connectivity and Concentration in the Digital Age

¹Mahfuj Sarder, ²Mohammad Naeem Hosain, ³Md. Golam Mostafa, ⁴Sayed Ariful Haque Hridoy, ⁵Md. Shohad Hossain, ⁶Champa Akter, ⁷Mst. Lenat Tabassum

^{1,2}Department of Anthropology, Faculty of Social Science, Jatiya Kabi Kazi Nazrul Islam University, Bangladesh.

^{3,4,5}Department of Public Administration and Governance Studies, Faculty of Social Science, Jatiya Kabi Kazi Nazrul Islam University, Bangladesh.

⁶Department of English (ELT), Faculty of Arts, Jahangirnagar University, Bangladesh.

⁷Department of Journalism, Communication and Media Studies, Faculty of Social Science Varendra University, Bangladesh.

*Corresponding Author :Mahfuj Sarder

"Department of Anthropology, Faculty of Social Science, Jatiya Kabi Kazi Nazrul Islam University, Bangladesh"

Received: 07.07.2025

Accepted: 01.08.2025

Published: 12.08.2025

Abstract: Social media is a tool and an avenue through which individuals can access the internet using their laptops, smartphones, etc. A way to create a virtual community and share posts, images, videos and information. The primary users of social media are students. This research focused on apprehending the impact of social media usage on academic achievement of students at Jatiya kabi kazi Nazrul Islam University. Questionnaire and interview have been used as a tool for collecting primary data where most of the related literatures including journal articles, journals, surveys from various sources collected as secondary data. As study design, simple random sampling was implemented, and the study connected two research theories. Statistical analysis was performed using Microsoft Office Excel software and SPSS. Almost all students of Jatiya Kabi Kazi Nazrul Islam University are using internet and a large part is involved with various social media which can negatively influence on their academic performance but only have significant negative effects primarily. The results implies that students engage in a mix of chit-chat and academic activities. It is done in order to keep the social networking activities of students and the academics away from each other to avoid any academic setbacks.

Keywords: Facebook, YouTube, twitter, LinkedIn, youth, sms.

Cite this Article

Mahfuj, S., Mohammad. N Hosain, Md. G. Mostafa,. Sayed. A. haque. H, Md. S. Hossain, Champa. A, Mst. L. Tabassum., The Impact of Social Media Usage on Students' Academic Performance: Balancing Connectivity and Concentration in the Digital Age (2025) *GRS Journal of Arts and Educational Sciences* , Vol-1(Iss-2).1-9

Introduction

Information and communication technology has been such that social media and networking is a growth sector of the economy. Those things we can see whenever they might actually be living in a different place all thanks to the simple flip of a switch. Facebook, Messenger, Imo, WhatsApp and Viber youth use social networks to have fun and ideas that allow them to contact friends with other. Facebook is universal and its evolution have become fast all over the globe. In the first quarter of 2023, there are approximately 3.03 billion Facebook alive user's general (Facebook, 2023). In recent years, the changes have happened exponentially. However, maybe with the rise of mobile tech it is playing a key part in reinventing social networking. Mobile has in any event made the internet more easily available to positively no limitations where/when and how it is directing all out transactions went on the internet? It made the resources typically used for binding to other devices available. Social media is an online-essay for various readers and writers who use this new trending phenomenon to post create-spend-save-and-talk about it as the whole world enjoys very high-speed communications. Because of its openness, velocity and distribute, social websites is also a great moderator relating to the

developments society on themes including issue of politics as well as digital native or entertainment businesses. In the past decade, the internet domain has grown rapidly. Young people are starting to share ideas, attitudes and audio-visual material.

Social Media usage by people of Bangladesh for discussions and opinions. Bangladesh ranks in the top twenty countries in terms of global internet users, as per a survey by Internet World Stats. In Bangladesh, Youtube then Facebook is the most favorite social media. Without a doubt, Dhaka is a 22-millionFacebook city. According to survey carried by Global Digital Statshot (2018) it stood 2nd best among all other cities of the world. According to a recent report of Statcounter, Bangladesh has 43.25 million facebook users till January 2023 and number of YouTube user was 34.40 million. BTRC report says 73% Facebook user in Bangladesh is under the age of 13 to 25 another over than that from 25%. This phenomenon shows that the parents have no good idea about the use of Facebook in contrast to other internet using habit. The lack of knowledge on the way social media is used just magnifies the severity of reaction from parents and stimulation

error than actually solving any problem related to impact of social media in education.

This study was planned to discuss how the excessive use of social media will effect on between university students from their personal and social life. This will hopefully provide more insight of how social media is present when a university undergraduate accesses it in the course of his researches. Thus the main objective of this study is to determine the effect of excessive use of social media and University students.

Objectives

To learn what students think about social media, how it affects their academic performance, and how it helps them learn more. The specific objectives are:

- a) To understand the student's perception towards social media.
- b) To know how much time, they spend daily by using social media.
- c) To find the consequences of social media on their academic performance.
- d) To suggest any instruction for them to overcome who are negatively affected.

Literature review

Shabir et al., (2014) studied on The impact of social media on youth. This study is being conducted to examine the influence of social networking sites on the nature of thinking of young people. There was statistically significant effects on the advantage of social media for youth in education, the influence of social media over friendly norms are declining, and the impact of social media in a negative manner to study for students. Social media lies with images, videos and statistics about youths, anti-democratic post and links promote hatred among people of different to the society, social news; being a game for taking an active role in building political awareness with youngsters.

Singh et al., (2017) studied on Social media usage positive and negative effects on the lifestyle of youth. Study of their research is mainly to use purposes on the social media separately youth, and effort had gone been carried out to determine time spent read out in a day about on reading social networking sites by the youth. This study also emphasized the needs; and the advantages and disadvantages of using social media for the impact on the history of adolescence. According to the report, youth are more prone towards addiction due to excessive use of social media.

Ali (2016) studied on Social media and youth in Pakistan. This study was conducted to test the impacts of social media on youth in terms of distortion in offspring relationships. Results indicated that the majority (94%) of respondents agreed with the statement that overuse of social media alters interactions between children. They described experiencing secretive, isolated compulsion from family members and friends as well as themselves.

Alam and Aktar (2021) studied on The effect of social media on students' academic performance. This paper explored the effect of social media use on the academic performance of graduates of an Islamic university in Bangladesh. Consequently, the outcome indicates that the absolute finalist can moderate a balance between study and free time. As inferred by the results of the study, almost all undergraduate students of Islamic University could be reached

easily as most of them use different social media which is silently influencing their academic behavior.

Hasibuzzaman (2022) studied on Social media and social relationship among youth. The study of social friendships when we become more and more reliant on public media or virtual ideas. A much less recognized risk determinant of DF is public media use still it has been determined that there is chiefly spread between students in Bangladesh. The results wish the reinforced simulation of cyber bullying, hate speech and disrespect to have partitioned off in gaol local senses shared, cultural, lingual, amongst others. Using summarizing of subordinate sources, the article offers an insight into socialization and psychological health concerns across the U.S and how they affect almost everything we do.

Barua and Zaman (2019) studied on Role of social media on brand awareness in private universities of Bangladesh. Purpose: The main objective of this study is to explore the roles of social media on brand knowledge of private universities in Bangladesh. The findings inform social media has a logical shape in promote brand knowledge among college students because all of the social media features were determined believed key predictors of brand knowledge. Ideas makes an most efficient ground for the media. It is network of the people that is full of productive and powerful uses. People use this platform not only to exchange ideas but more importantly, people share and transfer knowledge information on with the individuals.

Mouri and Arshad (2016) studied on Social networking in Bangladesh. They would like to test this hypothesis: do undergraduates academic achievements have relation with their SNS usage. The major findings of this research are Facebook can perform at least 21 academic tasks or purposes and it can be classified under six main headings. Moreover, the students are of the view that their online entertainment associated with learning time for a generation is not less but provides them such information which they could link to new learning, euphony in course distribution and class timetable. The investigators use a backtracking study to report that professors whose date outreach most closely aligns with the academic performance of colleges students brings no better yields and has more like-minded Facebook.

Munshi et al., (2018) studied on Uses of social networking sites among postgraduate students at University of Rajshahi, Bangladesh. AbstractThe main objective of this particular study has been to find out as how the graduate students of Rajshahi University, Bangladesh utilize Social Networking Sites (SNS) for academic purposes. Findings from the study reveal that undergraduate students believe social networking sites are effective in facilitating their academic goals. Results show that almost all are in strong agreement with the offered statement and almost of all rest with SNSs gives a sharp impact on their academic sphere and it also builds confident relationships between friends, family members or teachers etc. According to this study, respondents strongly admitted that they receive latest updates and share their thoughts, material to others through SNS networks.

Ferdous and Huda (2023) studied on Social media, New Cultures and New threats. The motive behind conducting this study was to investigate the pros and cons of social media. Results revealed that the greatest traction of sentimental relationships with those made via social networks was problematic, and many families have faced tragedies associated with this kind of bonding. Many members are victims of cyberstalking and various forms of harassment and peer

pressure. While it is a trailblazer tool that instruction has ever had, the usage of allure robs academic accomplishment from too many undergraduates.

Rahman (2019) studied on Impact of social networking sites on sleeping habits. In this study, the impacts of SNSs on sleep patterns were assessed among students of two public universities in Bangladesh. Most university students are forcibly popular or professionally communicative (Mazzi 2011), and "friendly communication" means going to bed after midnight when the morning light first falls on pain, which are both unhealthy for studying.

Literature Gap

This recent study only studied effect of social media on students' academic Performance in different universities and state excluding jatiya kabi kazi Nazrul Islam University. Consequently, this study would assist in exploring the relations between social media and academic achievement of students at Jatiya kabi kazi Nazrul Islam University.

Theoretical framework

Social learning Theory

In social learning theory, the observation of successful behaviors which are then modeled and imitated as novel actions that others perform (termed "models") is a field of study. New beliefs, therefore, are either carried forward — encouraged or rewarded within the social context — or not. It was popularized by psychologist Albert Bandura This theory is based on the social learning hypothesis, which posits that people learn attitudes and techniques from those around them. Teenagers will model attitudes, behaviors and manners they observe on social media platforms. This notion may help explain how exposure to information from a wide array of social media can potentially impact the attitudes and behaviors of young people.

Uses and Gratifications Theory

Blumler and Katz initially proposed the uses and gratifications theory in 1974. The consumer-centered uses and gratifications theory concentrates on how audiences use media for their own purposes and satisfaction. The motivations and self-identified requirements of public representatives are highlighted by this theory. diverse populations can employ the transmission of invariant ideas for diverse reasons, according to Blumler and Katz. Different demands can be met by different types of immutable media material. This theory assumes that the media is powerless to influence the population. Rather, the people actively seek out and use media to meet their wants. After the public realizes that the media, it develops its own personal objectives.

The plan that the media serves is actually created by goals and fulfilment. Radio meets the demands of the listener if they are absolute uses or needs. The general public views the media as a helpful resource for meeting their needs. The theory holds that mass media are not only passive recipients of mass communication, but also actively participate in it. According to the Uses and Gratifications Theory, people utilize media for a variety of objectives, including news, entertainment, sociability, and self-expression. This theory can be applied to the relationship between youth and social media to comprehend why young people use it, what kinds of fulfilment they seek, and how these pursuits may affect their social and physical development.

Methodology

The term Methodology pertains to the research questionnaires, observation records or other instruments of data collection used by the investigator to collect data & get a comprehensive insight about the research study (Walsh: 2001). It describes the way by which researchers understand and share information about a topic. This chapter will continued further and in this chapter I will explain the ways of how data been gathered to give more insight about the whole process of my work research.

Methods

- Mixed method
- Sampling
- Questionnaire
- Interview
- Case study

Mixed Method

Mixed methods, a design in which the researcher collects, analyzes and mixes both quantitative (quan) and qualitative data in single study or in multiple studies that address different aspects of the same research program (Creswell, 2003). A combination of quantitative and qualitative approach has been used for the current study The latter led us towards understanding the link between variables and the former assisted in unification of all these variables. Present Study used Quantitative Methods but only for the sake of simplification it has been put under Qualitative Statements. Reasons for adopting the integrated approach Source First and Foremost, the core causes behind getting this unified approach are –

- Rigorous mixed methods studies supply the opportunity to smoothly generate better understanding.
- Asking a question that has hardly been asked or has been asked with doubtful results is possible.
- Provides the strength of multiple methods triangulation.
- Some variables are easily determinable at this stage of analysis.
- To "clarify the black box" committee exactly nothing department stairs.

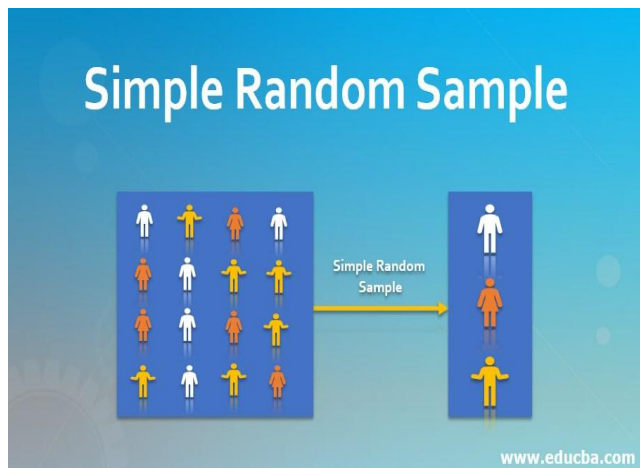
Here within study, the used questionnaire during data collection included both open ended (i.e. approximate) questions and closed ended (i.e. quantitative) questions and therefore the results are quantified by considering the number of times each type of response happens (quantitative data analysis).

Sampling

A well-known university, Jatiya Kabi Kazi Nazrul Islam University (JKKNIU) is situated in the Mymensingh district's Trishal Upazila. There are a variety of students from various districts of Bangladesh. JKKNIU has almost 8000 students throughout various departments and faculties. This broad diversity boosts the institution's vitality and provides a field for investigation and study.

Figure-1

Simple random sampling



This study utilized a Simple Random Sampling technique to select the sample in order to obtain accurate and comprehensive data. We found that particularly for collecting the data which fulfilled our study's aims, this was an effective approach. Simple random sampling: In sample selection, a method in which every item in the statistical population has an equal chance of being included. As such this type of sampling is unbiased. Students from different departments and faculties have been selected randomly to collect data. This research was conducted among 60 students of JKKNIU for data collection. That information has been thoughtfully aggregated to result in 60 individuals that have told me powerful things.

Questionnaire

A semi-structured questionnaire was used to elicit the data required for the study. The questionnaire served as an aid for conducting the interviews. Semi-structured questionnaire is an essential part of social science research. A questionnaire is used as a tool to gather the information required to meet the goal of the study. One benefit of semi-structured surveys is their flexibility; when the researcher poses a question, the respondent frequently thinks of other ideas that go beyond the prompt, thereby gathering the necessary data in the form of a narrative. These kinds of surveys work really well for obtaining a lot of data and extracting information from different areas of the study. The questionnaires are designed with the study's goals in mind. In other words, the questionnaire keeps the interview flowing naturally. The study used a semi-structured questionnaire, which was deemed an important instrument of the investigation due to its significant contribution to the thorough data collection process.

Interview

A semi-structured interview was adopted in this study to collect primary data. To collect high-quality open data, explore the ideas, feelings and beliefs of the participants about a certain issue this study used a Semi structured interview. This method is very useful for collecting open data and getting to know people's beliefs and feelings on a particular topic. Through this interview the researcher can collect many unknown information. The special feature of this type of interview is that here the informants are given complete freedom and while answering the researcher's questions, sometimes they discuss many other issues besides the answers to the questions, and thus the informant helps the researcher by providing various information in the guise of a story. As a result, in this way, the researcher can bring out information from a very deep point. Data in this research can quickly capture

one's own experiences, perspectives, beliefs and feelings. Therefore, the semi-structured interview method played an effective role in the said study.

Source of Data

- Primary Data
- Secondary Data

A semi-structured questionnaire was used during the interviews for primary data collection. Experiences and opinions of the informants on a particular subject have been taken through interviews. The questionnaire served as an aid in collecting primary data, particularly encouraging the informants to share their thoughts, experiences and opinions.

Besides primary data, secondary data was also collected to make the research more informative. Data collected from secondary sources helps the researcher in analysing the data. Secondary data has been collected from various sources such as publications, articles, journals, official documents etc. Data collected from secondary higher enriches the research. But all the information collected from the secondary sources is re-verified by the primary sources.

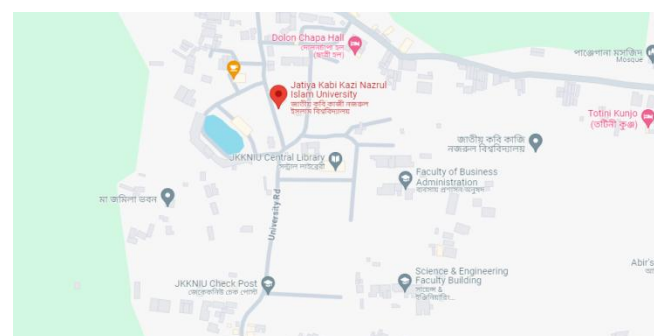
Study Population and Area

Undergraduate students of Jatiya Kabi Kazi Nazrul Islam University (JKKNIU) have been selected as the population of this study. The population of the study was selected from the first-year students who have just started their university journey and the final year students who are full of knowledge and experience. The university's diverse activities, academic facilities and vibrant campus provide an ideal environment for this study. Its continuous evolution as an ideal educational institution has made it an ideal research field.

JKKNIU is located in Trishal Upazila, which is in the Mymensingh district. There are a range of students from different Bangladeshi districts. Nearly 8,000 students attend this university, dispersed among its many faculties and departments. This wide range of diversity fosters the institution's life and offers a subject of inquiry and analysis.

Figure-2

Study area



Source: Google

Data Analysis

The information obtained from the secondary sources was subsequently cross checked with the primary sources to ensure the accuracy and reliability of the data used in the study. Secondary data obtained from various publications, articles, books, journals and researches can be biased at times so these have been cross-

checked with primary sources. Secondary data is compared with data obtained from primary sources while conducting interviews. Various inconsistencies and inconsistencies in primary and secondary sources are noted and resolved.

In the case of quantitative data, data obtained from primary sources is analysed slightly differently. Special software like SPSS and Microsoft Excel have been used for quantitative data analysis. These software's are able to accurately analyse data in research. Microsoft Excel is used to create visual representation of various statistical data, because Microsoft Excel plays an important role in data management and visualization. Therefore, the quantitative data was comprehensively analysed using the combined use of Microsoft Excel and SPSS software. This analysis method helps to make the research data accurate and transparent.

Demographic Information

Sample characteristics by Gender

To make the research transparent and unbiased, data was collected from both male and female. Since there are both boys and girls among the students, data is taken from both. In this case, out of 60 respondents, 40 male and 20 females have been taken.

Table-1: Sample Characteristics by gender

Gender	Number of Respondents	Percentage
Male	40	66.7%
Female	20	33.3%

Sample Characteristics by Studying Year

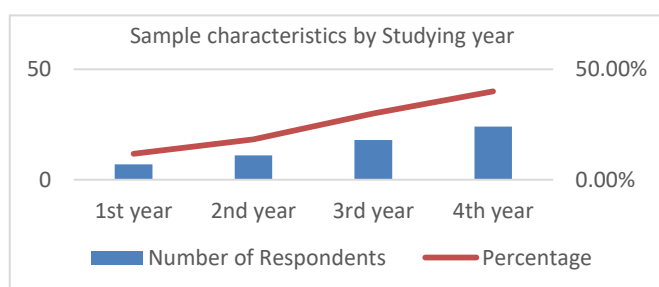
In this research, an attempt has been made to take respondents from all the faculties and departments of the university. In this study, 1st year respondents were 7, 2nd year were 11, 3rd year were 18 and 4th year were 24.

Table-2: Sample characteristics by studying year

Studying Year	Number of Respondents	Percentage
1st	7	11.7%
2nd	11	18.3%
3rd	18	30%
4th	24	40%

Figure-3

Sample characteristics by Studying year



Sample characteristics by Faculty

An attempt has been made in this research to try and take the respondents from every faculty and department of the university. Thus 20 respondents selected from the Faculty of Social Sciences, 14 respondents selected from Business Administration, 8 were Science; and similarly for Arts was ten and Law had eight.

Table-3: Sample characteristics by faculty

Faculty	Number of Respondents	Percentage
Social Science	20	33.3%
Business Administration	14	23.3%
Arts	10	16.7%
Law	8	13.3%
Science	8	13.3%

Types of Social media used by the Respondent

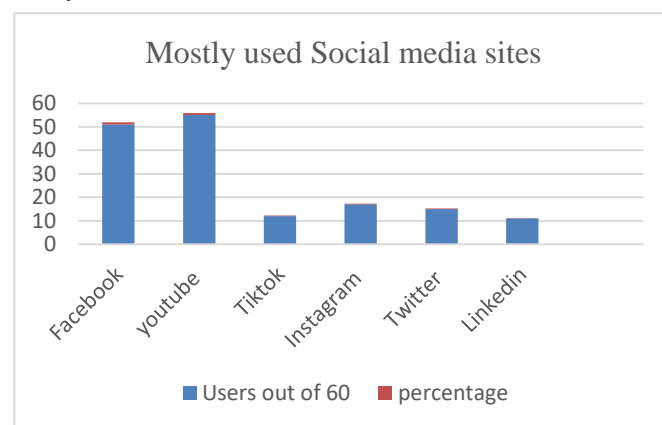
The study found out that (figure 1,2) the mostly 55 participants are using YouTube, 51 participants are using Facebook, 12 are Tiktok, 17 are Instagram, 15 are Twitter, and 11 participants are using LinkedIn.

Table-4: Mostly used social media sites

Media	Users out of 60	percentage
Facebook	51	85%
YouTube	55	91.66%
Tiktok	12	20%
Instagram	17	28.33%
Twitter	15	25%
Linkedin	11	18.33%

Figure-4

Mostly used social media sites



Perceptions Towards The Impact of Social Media

Student views on the role of social media in their lives changed dramatically over the course of the study. Those views were both neutral amongst the students and also with a positive and negative outlook.

Negative Effect

Nearly half of the students said social media harmed their academic performance. They made different explanations for that impression, but those were less academic than they may sound things like waning interest in academics and issues with time management or distractions.

Positive Influence

Some of the students thought social media were really helpful for their academic performance. There were several reasons provided for this impression, such as discussion with others, knowing the updates, and most of the times they get study materials from these media.

Neutral Standpoint

A significant 11.7% of students did not provide a definitive response when asked how social media affected their academic performance, suggesting that they may still be developing their ideas or are unsure about the matter.

Table-5 Perception

Opinion About Impact		
Opinion	Students	Percentage
Positive	23	38.3%
Negative	30	50%
Neutral	7	11.7%

Daily average time spent on social media

Wide-ranging Social Media Engagement

The results of the research highlight how important social media is to the participants' everyday life. A sizable fraction of the sample indicates that they use social media platforms extensively.

Computer Usage

The study highlights the fact that participants frequently use computers for social media while doing so, indicating that digital technologies are a big part of their everyday lives.

Different Duration of Social Media Use

Of the respondents, about 28.3% allots a substantial portion of their day to social media, logging on to social networking sites for four to five hours. Given this subgroup's high level of participation, concerns are raised regarding possible effects on their regular routines and activities.

- A smaller portion of the sample 5% reflects modest usage, spending less than an hour a day on social media. It's possible that this group's approach to digital engagement was more constrained.
- About 23% of participants spend three to four hours on social media, which suggests that they devote a significant amount of their daily schedule to these platforms.
- The remaining participants show a variety in the amount of time spent on social media, 8.3% spending between one and two hours, 17% spending between two and three hours, and 18% engaging more than five hours.

Different Usage Patterns

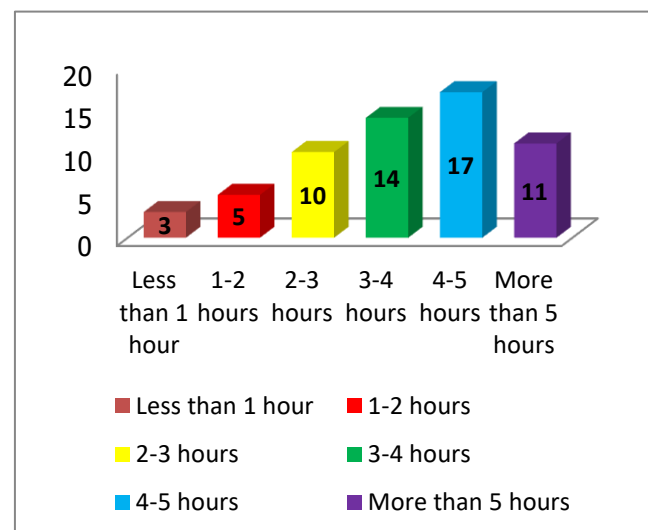
The results show that the sample's usage patterns are varied, reflecting differing degrees of social media participation. These patterns imply that individuals follow various digital routines and habits, which may affect how they view social media's influence on their lives.

Table-6 Average time spent

Daily using hours	Users out of 60	Percentage
Less than 1 hour	3	5%
1-2 hours	5	8.33%
2-3 hours	10	17%
3-4 hours	14	23%
4-5 hours	17	28.33%
More than 5 hours	11	18%

Figure-5

Average time spent



Consequences of social media on Respondents' academic performance

This examination appears that 46.7% understudies result is between 3.00 and 3.50, 40% understudies result is between 3.50

and 3.75, 10% understudies result is over 3.75 and remaining 3.3% understudies result is underneath 3.00.

50% respondents said that social media is time devouring and those who can't get out of this cycle have destitute comes about. They said that indeed in spite of the fact that we realize it's squandering our time, we still can't stop since we're dependent. In any case, 38.3% of understudies feel that social media includes a positive effect on them ponders. On the off chance that they do not get it a subject by perusing a book, they frequently observe recordings on YouTube. 2 of the sources with CGPA underneath 3.00 said that they really utilize social media a lot. They utilize Facebook and YouTube when they ought to ponder. Those whose comes about are between 3.00 and 3.50 think that in the event that they might diminish them utilize of Facebook, then comes about would be superior.

Academic achievement Distribution

The results of the research show that the undergraduates who were questioned had a roomy range of academic attainment. To some extent over 46.7% of students pronounced their grades were middle from two points 3.00 and 3.50, while 40% pronounced the results were between 3.50 and 3.75. 10% of the undergraduates acted remarkably well, with scores above 3.75. 3.3% of pupils, still, received grades inferior 3.00.

Effect of Time Consumption

A noteworthy portion of accused, expressly 50%, emphasized moment of truth-absorbing facet of social radio and allure associations on academic achievement. They meant worries that utilizing friendly media extravagantly manage have a negative affect academic performance.

Positive Effects of Social Media

It's entertaining to note that 38.3% of undergraduates answered that the social publishing helps bureaucracy study. They frequently use websites like YouTube to embellish their understanding of academic courses. This positive viewpoint indicates that few pupils are favourably using public news for knowledge.

Different Usage Patterns

Of the informers whose scores were inferior 3.00, two acknowledged severe custom of public media, exceptionally Facebook and YouTube, even all along study hours. The effect of overdone social television use on academic realization is named into doubt by this pattern.

Improving Aspiration

Undergraduates with scores middle from two points 3.00 and 3.50 determined that they would like to use Facebook less because they think that this will help bureaucracy return academically. This aim implies that juniors are awake of the attainable negative effects of public news and are not quite change their usage patterns in consideration of raise their academic standing.

Spreading fake news

Friendly radio manifestos have become a fruitful ground for the spread of fake revelation, that is intentionally erroneous or confusing information depicted as real information. This phenomenon has comprehensive belongings that suggest many aspects of people. The potential for fake facts to be deceptive and dishonest is individual of the most immediate questions accompanying fake news. Fake revelation can spread over on public media on account of the brisk and extensive sharing of

news, generating crowd to base their decisions on wrong news. The effects of specific untruth maybe severe, either it takes the shape of wrong governmental narratives or wrong energy recommendation during a universal. Juniors' fault-finding thinking and academic performance grant permission endure on account of fake news. This can bring about affecting strain, weak choices, and dissenting views, all of that can hinder general well-being and fate.

Cause of Depression

Scholars' use of public publishing has been connected to a raised risk of concavity. Social corresponding results from a determined uncovering to well chosen, romanticized descriptions of different people's live on public news podiums. Because they trust their own lives are incompetent in contrast, undergraduates who visualize this contrasting occurrence emotions of defect and reduced self-esteem. Cyberbullying is another determinant that donates to junior sadness. It frequently happens on friendly media. A poisonous connected to the internet surroundings produces by offensive remarks, cyberbullying, and the constant pressure expected connected to the internet. It has led to emotional distress, impressions of worry, and isolation, all of which infuriate concavity syndromes. Particularly pupils concede possibility feel bothered to maintain constant date, that over time can bring about tiredness and depression.

Effects on academic performance were particularly mentioned by informants-

Negative

- Confusion: overdone use of social radio forms a diversion from study.
- Reduced study opportunity: more utilizing of public media brings about less opportunity gone on academic work.
- Sleep division: late midnight uses of friendly media upset sleep patterns and it's decrease interest in version.

Positive

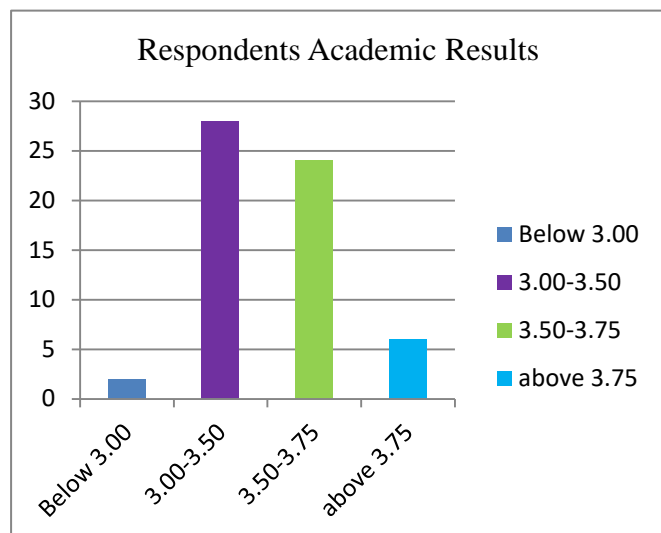
- Approach to study content: Differing social television terraces determine educational pages, groups and content. It helps ruling class for smooth knowledge.
- Collaboration and Socializing for professional or personal gain: Friendly news platforms admitting pupils to do business different study groups and exchange academic possessions and news.
- Worldwide perspective: Charming accompanying various national and worldwide society on friendly media form graduates to believe broadly. That is advantageous for their research and study.

Table-7 Academic result

Respondents Academic Results		
CGPA	Number of Students	Percentage
Below 3.00	2	3.3%
3.00-3.50	28	46.7%
3.50-3.75	24	40%
Above 3.75	6	10%

Figure-6

Academic result



Recommendations

From the findings of the study the recommendations are-

- University May offer workshops to educate students on the potential effects of social media use on school performance.
- Instead of just chatting with their friends through thousands on messages, teachers should encourage the students to use their smartphones for doing some research or learning a few academics.
- The students must reduce the time on social media to stop their addiction because usually they get addicted of this media in senseless chatting.
- The current situation of the social media has made it susceptible for people to get easily distracted from their studies and those ways that could minimize such practices as done by university authority where they can block access to such social media like Facebook etc. which are troublesome in colliding with the students' attention during class hours.
- Either way, students need to find a balance between social lives and work. Studying should receive more coverage.
- In order to maintain a neutral perspective, the aftereffect of using social media for student grades must be approached from an optimistic angle instead of through criticism.
- During orientation, students are also urged to be cautious of social networking site addiction. All resources up for consideration should be of aid to them in their academic life & study.
- The university can give their students a chance for extracurricular activities like debating, gaming, quizzes or projects which are very much likely eco-friendly work.

Conclusion

Recent social media trends have pulled in all way of focus from individuals universally, particularly the adolescents and understudies. This study was conducted to find out the impact of social media on academic performance of students (Case Study Jatiya kabi kazi Nazrul Islam University in Bangladesh). A substantial number of students utilise these as platforms for communication and sources of information, but the researchers noted that many more use them purely for fun and amusement — a trend unlikely to help their learning. These, while they utilized the time so that it did not interfere with their studies, the latter used enough to waste a time, and often lost effectively in study as lost first spent in idleness. The results suggest that the use of social media by students has two faces, positive and negative, depending on how they are used. Results indicated that the academic performance of students has negatively influenced by social media usage. This means that students should spend less time on their social media activities if they want to improve their academic performance.

References

1. Al Hasibuzzaman, M., Noboneeta, A., Begum, M., & Hridi, N. N. C. (2022). Social media and social relationship among youth: a changing pattern and impacts in Bangladesh. *Asian Journal of Social Sciences and Legal Studies*, 4(1), 01-11..
2. Alam, M. S., & Aktar, H. (2021). The effect of social media on student academic performance: A case study at the Islamic University of Bangladesh. *International Journal on Transformations of Media, Journalism & Mass Communication*, 6(1), 26-44.
3. Ali, R. (2016). Social Media and Youth in Pakistan: Social Media and Youth in Pakistan: Implications on Family Relations. *Global Media Journal*, 14, 26.
4. Amin, M. R., & Sheikh, M. R. I. (2021). Use of Social Networking Sites Among the Student of Universities in Bangladesh: A Case Study of Cumilla District. *Journal of Asian Development*, 7(2), 1-15. DOI: <https://doi.org/10.52941/jad.v7i2.7>.
5. Azad, M. M., Hossain, M. I., Hossain, F., Amin, M. B., Karim, M. R., Imam, H., ... & Oláh, J. (2023). Impact of Facebook in Social and Economic Aspects on the Students of Hamdard University Bangladesh. *Journal of Hunan University Natural Sciences*, 50(2). <https://doi.org/10.55463/issn.1674-2974.50.2.18>.
6. Barua, B., & Zaman, S. (2019). Role of social media on brand awareness in private universities of Bangladesh. *International Journal of Business Management & Research (IJBMR)*, 9, 1-12.
7. Dhaka ranked second in number of active Facebook users. Retrieved 13 February,2018 from <https://m.bdnews24.com/en/detail/bangladesh/1319890>.
8. Ferdous, A., & Huda, Z. (2023). Social Media, New Cultures, and New Threats: Impact on University Students in Bangladesh. *Human Behavior and Emerging Technologies*, 2023. DOI: <https://doi.org/10.1155/2023/2205861>.
9. Hasan, M. R., Haq, M. R., & Rahman, M. Z. (2019). Impact of social network on purchase decision: a study on teenagers of Bangladesh. *Journal of Business and*

10. https://link.springer.com/referenceworkentry/10.1007/978-94-007-0753-5_2740.
11. <https://socialworklicensemap.com/social-work-resources/social-learning-theory-and-its-importance-to-social-work/>.
12. <https://thinkinsights.net/strategy/gratifications-theory/#:~:text=Uses%20and%20gratifications%20theory%20is,media%20to%20gratify%20specific%20needs>.
13. Mouri, D., & Arshad, C. A. (2016). Social networking in Bangladesh: Boon or curse for academic engagement? *Management & Marketing. Challenges for the Knowledge Society*, 11(1), 380-393. DOI:[10.1515/mmcks-2016-0004](https://doi.org/10.1515/mmcks-2016-0004).
14. Munshi, S. A., Mostafa, M. G., & Alam, M. (2018). Uses of social networking sites among postgraduate students at University of Rajshahi, Bangladesh: A study. *DESIDOC Journal of Library & Information Technology*, 38(1), 34-40. DOI:[10.14429/djlit.38.1.11466](https://doi.org/10.14429/djlit.38.1.11466).
15. Rahman, M. (2014). Uses of Social Networking Sites (SNSs) by Public University Students of Bangladesh. *Global Media Journal: Pakistan Edition*, 7(1).
16. Rahman, M. (2016). Influence of Social Networking Sites (SNSs) on the Interpersonal Relationships of Youth: A Study Bangladesh Youth. *Global Media Journal: Pakistan Edition*, 9(1). DOI:[10.34104/bjah.019.1427](https://doi.org/10.34104/bjah.019.1427).
17. Saha, S. R., & Guha, A. K. (2019). Impact of social media use of university students. *International Journal of Statistics and Applications*, 9(1), 36-43. DOI:[10.5923/j.statistics.20190901.05](https://doi.org/10.5923/j.statistics.20190901.05).
18. Shabir, G., Hameed, Y. M. Y., Safdar, G., & Gilani, S. M. F. S. (2014). The impact of social media on youth: A case study of bahawalpur city. *Asian Journal of Social Sciences & Humanities*, 3(4), 132-151.
19. Singh, M. M., Amiri, M., & Sabbarwal, S. (2017). Social media usage positive and negative effects on the life style of Indian youth. *Iranian Journal of Social Sciences and Humanities Research*, 5(3).