

Problem Statement for Dissertation

Title

The Impact of Social Media on Academic Performance Among University Students

Background

Social media has become an integral part of daily life, especially among university students. While it serves as a platform for communication, collaboration, and information sharing, excessive use of social media may have adverse effects on academic performance. Current research highlights conflicting findings regarding its role in student productivity, with some studies indicating benefits and others emphasizing distractions and reduced academic focus. This ambiguity calls for a deeper investigation into the specific ways social media influences academic outcomes.

Problem Description

Despite its widespread use, there is limited comprehensive research on how social media affects the academic performance of university students, particularly in the context of its dual role as both a tool for learning and a source of distraction. Key issues include the impact of excessive screen time, multitasking behavior, and the psychological effects of social media, such as stress and comparison. This gap in understanding hinders educators and policymakers from developing effective strategies to promote balanced social media use that supports academic success.

Goals or Objectives

The objectives of this dissertation are to:

- Examine the correlation between social media usage patterns and academic performance among university students.

- Identify the factors that contribute to both positive and negative academic outcomes associated with social media.
- Explore the role of demographic and psychological variables in shaping students' social media behaviors.
- Provide recommendations for students, educators, and policymakers on optimizing social media use to enhance learning experiences.

Justification

This dissertation addresses a critical and timely issue in the digital age, where social media usage continues to rise. Understanding its impact on academic performance will provide valuable insights for creating balanced approaches to technology integration in education. By identifying the factors that influence this relationship, the study will contribute to the development of strategies that maximize the benefits of social media while minimizing its drawbacks, ultimately improving educational outcomes and student well-being.