

Research Framework for Quantitative Research

Title: The Impact of Social Media Usage on Student Academic Performance

Introduction

Social media has become an integral part of students' daily lives, influencing their communication, learning habits, and time management. This study aims to examine the relationship between social media usage and students' academic performance using measurable data such as study hours, grades, and screen time.

Objectives

- To assess how social media usage affects students' academic performance.
- To determine if excessive social media use negatively impacts study time and concentration.
- To analyze statistical relationships between screen time and academic performance.

Theoretical Framework

This study is based on **Time Displacement Theory**, which states that time spent on non-academic activities, such as social media, reduces the time available for studying, potentially affecting academic performance. Additionally, **Cognitive Load Theory** suggests that excessive information processing from social media can overwhelm a student's ability to focus on learning.

Conceptual Framework

This study examines key variables:

- **Independent Variable:** Social media usage (measured in hours per day).
- **Dependent Variable:** Academic performance (measured by GPA or test scores).
- **Control Variables:** Study habits, parental supervision, internet access, and socioeconomic background.

Methodology

A **quantitative survey** will be conducted among **500 high school students** to collect data on their social media usage, study hours, and academic performance. The data will be analyzed using **correlation and regression analysis** to determine the statistical relationship between social media usage and academic performance.

Scope and Limitations

- This study focuses on high school students in urban areas.
- It does not consider factors such as **mental health, sleep patterns, or extracurricular activities** that may also influence academic performance.
- Self-reported data may include biases.

Significance of the Study

The findings of this research will provide insights into the effects of social media on students' academic performance. Educators, parents, and policymakers can use this information to develop guidelines for responsible social media use, helping students maintain a balance between online activities and academic success.

References

Academic research articles, statistical studies, and relevant literature on social media and education performance.