

## SOCIAL MEDIA AND UNIVERSITY STUDENTS: TRENDS AND EFFECTS STUDIES

**Maham Shams\***

Lecturer, Ph.D. Scholar, Department of Media and Communication Studies, The Islamia University of Bahawalpur.  
[maham.shams@iub.edu.pk](mailto:maham.shams@iub.edu.pk)

**Rao Shahid**

Assistant Professor, Department of Media & Communication Studies, The Islamia University of Bahawalpur  
[raoshahid@iub.edu.pk](mailto:raoshahid@iub.edu.pk)

**Syed Yousaf Raza**

Ph.D. Scholar, Department of Media & Communication Studies, The Islamia University of Bahawalpur  
[yousafrazamdl@gmail.com](mailto:yousafrazamdl@gmail.com)

### ABSTRACT

*The trend of using social media among university students has increased widely and it has also affected their different areas of life; be it social, psychological or academic. A large number of studies have been conducted on a similar topic, but these have not specifically covered the university students of Bahawalpur region of Southern Punjab. The researcher has selected various social media platforms to conduct a quantitative study. Thus, the current study aimed to explore the trends of using social media, its effects on multiple areas whether positive or negative and to investigate which social media platform is largely surfed. These objectives achieved within the domain of university students of Bahawalpur by employing the survey research method. For this, questionnaire was prepared using 5-Point Likert Scale. The sample size consisted of 300 students and convenient sampling technique was adopted. After collecting and analysing data, the researcher concluded that the university students are highly addicted to social media and major trends are to extend their social circle, to freely express themselves, to escape from hectic routine, and to get academic-related information. Facebook and YouTube are largely used by the students to search their academic stuff which remarkably increases their performance while some of the students reported disturbed sleeping patterns, eating disorders, loss of eye-sight, procrastination, wastage of time and cyber-bullying. In this scenario, we cannot blame technology for good and bad in itself, it depends on us for what purpose we are using it. However, this study has outweighed advantages more than the disadvantages.*

**Keywords:** Social Media, University Students, Trends, Effects.

### INTRODUCTION

Social media is defined as the social networking sites use to communicate, share and receive information in the form of texts, audio as well as visual form (Muzaffar, Yaseen & Safdar, 2020). It makes the communication process much easier and faster and there is also flexibility in its usage. There is no need to have a specific place or time to access social sites; all you need is that one cell phone and an internet connection, and you can connect with others at any place, at any time (Zhang & Haenlein, 2010). It truly makes the world a *Global Village*. It also shortened or reduces the spatial boundaries. There is no need to physically visit that place to convey your information or ideas (Younus, 2018). There are multiple applications from where one can reach their target audiences online. There are billions of users who are available in an online world (Primack, et al., 2017). The number of users is also increasing in Pakistan nationwide. *Bahawalpur*, a region located in Southern Punjab has become much advanced in technological aspects and it also has distinguished number of

---

\* Corresponding Author

users. Now, it is no more considered as a backward area which is far behind in technology. There are multiple universities working in *Bahawalpur*. Social media uses by different age groups of people whether children, youth or elder. However, the trend of using social media among university students has increased widely since the past decade (Muzaffar, Chohdhry & Afzal, 2019). And, it is evident that when someone uses something on daily or regular basis, it definitely marks different effects on them whether positive or negative. Same is in the case of social media; when university students use various social networking sites then it also impacted on their multiple areas of life. The popular social media sites are *Facebook, YouTube, Twitter, WhatsApp, Instagram, TikTok, Snapchat*, etc. Some of these sites were evolved in early 2000s and after 2010. These sites brought miraculous changes in an online world. There is no need to make or do expensive phone calls or messages as all of these facilities are available in an electronic world (Zhu & Bao, 2018). The university students largely used these platforms to connect with others as the facility of internet is provided by the universities themselves. The universities are providing the internet connections to facilitate the students but some of the students also face many issues and problems due to negative usage of social media (Raut & Patil, 2016). *Cyber-bullying* is the major drawback of social media. Many students are facing this in contemporary world. However, there are also some rules and regulations which are provided by the *PTA (Pakistan Telecommunication Authority)* and the owners of such networking sites (Muzaffar, et al., 2019).

### **Objectives of the Study**

The current study aims to:

- Explore the trends of using social media among university students
- Evaluate which social media platform is largely surfed by the university students
- Analyse the effects of social media on social and psychological sphere of university students
- Investigate how social media is effecting the academic performance of university students

### **Problem Statement**

Social media usage among university students has increased widely and it is also effecting the multiple spheres of their lives. With the advancements of technology, there is also increase in the various issues and problems regarding these technologies among the lives of people. The university students are the major users of social media. Students are considered as the bright stars of future and the ones among whom the future of nation relies. Therefore, the current study analyses the trends and effects of using social media among university students of Bahawalpur region.

### **Significance of the Study**

In contemporary world, the social media is largely surfed by all the age groups of people; be it children, youngsters, or elders. However, the trend of using social media among university students is much more evident than the other people. Social media is powerful enough to make a change or to mark major effects on various spheres of people. That is why, it is most important to conduct a study on social media. A large number of studies have already been conducted on the effects of social media but this has not specifically covered the Bahawalpur region. Therefore, the current study aims to analyse the positive or negative effects and usage of social media among university students.

### **REVIEW OF LITERATURE**

Social media is the best source of socialization among students at any level whether college or university students. The students use social media nationwide as well as worldwide as it is the need of the hour. Without social networking platforms the students are not able to access their required information easily (Wu, 2014). But, these technologies have impacted them in both ways, i.e. positive and negative. According to the study of *Nelson Media Research* much of the time of the university students are surfed on different social media platforms on daily basis. *Facebook* is prioritized by the students regarding its usage. Currently, *Facebook* has billions of users. People belong to all the age groups prefer using *Facebook* to socialize with others i.e. friends, class-mates, relatives, and even with unknown people around the world. Besides socializing and getting to know each other, many of the students especially females reported *cyber-bullying* and harassment via *Facebook* and many other social media platforms. It is also difficult for them to curb with these issues. Therefore, the victims of such social crimes do not prefer to share their personal information and are also reluctant to upload their pictures (Jacobsen, & Forste, 2011). In another study, it has been found that students mostly use

cellular devices to access social networking sites. Some of the students also use laptops, iPads, desktop computers for social networking (Brydolf, 2007). The number of social platforms keep on increasing and there is also increase in the number of online users of such platforms. The majority of the users of such platforms are students. Students are not only using these platforms for social identity but they also use for their academic purposes. However, these platforms affect them in both positive and negative ways. There are many researches which are highlighting their positive effects as well as negative effects. The research conducted by the popular state university found that those students who spent most of their hours on *Facebook* and other platforms have poor performance than those who did not prefer to use social media on priority basis (Lusk, 2010). In the same way, another study conducted on the state university also found that students who use popular social platforms which are having more than billions of users also did not perform well in their academics (Kalpidou, Costin, & Morris, 2011). However, one study found that there is not much difference between those students who use social media and who do not use it (Wang, Chen, & Liang, 2011). When the link between online and offline interaction was monitored, it has been found that there is a strong positive relationship between them. As online social platforms assist in building offline relationships and providing them more opportunities to better understand each other. Such as when students newly admitted to the universities they do not know about their fellows but when they start interacting with each other then they also connect online and from there they get most of their information. In this way, it sparked their interest to make more interactions in offline world too. Social media platforms also provide students the opportunities to connect with their friends even after completion of their studies as they are already connected with them in online world. When they do not have a chance to interact with them on daily basis in a physical world then they can interact with their availability of time via social media platforms (Stathopoulou, et al., 2019). When the excessive use of social media is studied, it has been found that there are negative effects of over-usage of social networking sites on students' mental abilities. They loss their intellectual potentialities due to excessive usage. As it also drains their energies and they are not able to use their cognitive abilities in solving real world problems (Guedes, et al., 2016). Social media addictiveness results in a very destructive manner on students' health. They do not only neglect their studies but also becoming more absent-minded and do not care about their precious time because they are that much addictive to social media that they do not even pay attention to that how much time they are spending on social sites (Azizi, et al., 2019). The glamorous world shown on social media also effecting the self-esteem of the students. They try to become the one which actually they are not. They started adopting or copying other personalities. In this way, they lose their own unique personalities and prefer to look and behave like other artificial personalities. Those students who are not able to adapt themselves according to others, they started losing their confidence and feel complex which directly lower their self-esteem (Afandi, et al., 2013). In addition, students are losing their ethics and moral values due to accessing and sharing unethical content on social media platforms in textual, audio and visual forms. The parents of such students are very concerned about their children who are losing their pure character and become part of alienated culture. The students are also adopting and following western culture and values due to the excessive availability of western content on social media. They become too immersed in following dominant groups' culture that they even lost their own identity (Mushtaq & Benraghda, 2018). Another popular social networking site "*Twitter*" is also used by majority of the students. These students are following their favourite personalities on *Twitter*, particularly political personalities. They are so indulged in supporting their favourite political parties that they started discussing political matters in universities and they do not even tolerate any statement against their parties and it becomes very controversial at times. Even the very close friends get parted due to the political controversies and having different opinions and perspectives regarding political parties. It also disturbed their learning environment and impacts negatively on their academic performance (Caliendo et al., 2016). Another platform which was introduced a decade back "*Instagram*" is also very popular among students. It allows them to post their selfies and videos with their followers. However, the majority of the female students reported loss of privacy and cyber-bullying via this platform. As they share their pictures on their accounts and there are also fake accounts which misuse their stuff and also threat them in different ways. Therefore, female students are badly affected by the cyber-bullying and also fell prey to various psychological issues (Moreton & Greenfield, 2022). *Snapchat* was also introduced a decade ago and students also prefer to use it for sharing their routinely chores. This application has many distinctive

filters of animals. Now, students are losing their decency and liked to use filters of wild animals which also impacted very badly on their personalities. Moreover, by sharing their daily routine even the minute activity that they do, they are allowing other people to invade their privacy (Hussein, 2016). Another video sharing platform “*TikTok*” which was introduced some years ago and become very popular among both male and female students. Due to TikTok, students are able to explore their hidden talent. Whereas some of the students also reported the invasion of their identity and ethical values. The promotion of unethical content via TikTok resulted in very worst effects on students’ characters (Swathi & Devakumar, 2020). The review of literature endures the various effects of multiple social networking platforms on students.

### **Theoretical Framework & its Implication**

The current study relates with the *Uses and Gratification Theory* (UGT) of Mass Communication. it was introduced by Blumler and Katz in 1974. They explain why and how people use certain kind of media to gratify their needs (Blumler & Katz, 1974). The current study explores the trends of using social media platforms and also analyse its effects on university students.

### **RESEARCH METHODOLOGY**

This study is quantitative in nature. Survey method is adopted by preparing questionnaire using 5-point Likert scale and distributing it among the students of the universities located in Bahawalpur. The sample size consisted of 300 students. The data are collected from *The Islamia University of Bahawalpur*, *Government Sadiq Women University*, and *University of Central Punjab*. Convenient sample technique is adopted for the current study.

### **Data Analysis and its Interpretation**

After collecting and analyzing data, interpretations are drawn as follows:

#### **Demographic information**

**Table No. 1 Gender distribution of the participants**

Gender	Frequency	Percentage
Male	150	50%
Female	150	50%
Total	300	100%

Table 1 and the subsequent graph present the gender related information of the participants. The data revealed that there are equal number of the participants including both male and female. The data interpreted as that there are 150 male participants and 150 females.

**Table No. 2 Age category**

Age	Frequency	Percentage
18-25	186	45%
26-30	114	55%
Total	300	100%

Table 2 and the subsequent graph present the age related information of the participants. The data revealed that when participants asked to share their age and participants belong to the two different age categories. The data interpreted as that 186 members belong to the category of 18-25 and remaining belong the category 26-30.

**Table No. 3 Education level of participants**

Education level	Frequency	Percentage
BS / B.Sc. (Hons.)	175	57%
MA / M.Sc.	30	08%
M.Phil. / MS	40	14%
Ph.D.	55	21%
Total	300	100%

Table 3 and the following graph show the education related information of the participants. The data studies as 59% percent participants have done their BS/B.Sc. (Hons.), moreover, 10% members are MA and some of them has done M.Sc. Similarly, 13% members have M.Phil. and MS. However, 18% have done their Ph.D.

**Table No. 4 University belonging of the participants**

University	Frequency	Percentage
The Islamia University of Bahawalpur	143	48%
University of Central Punjab	87	29%
Sadiq Women University, Bahawalpur	70	23%
Total	300	100%

Table 4 and the subsequent graph interpreted as that the members' belong to the universities of Bahawalpur. The three renowned universities of Bahawalpur were selected in order to gather the perspective of the participants. The data studies as 48% members belong to Islamia University of Bahawalpur and 29% members belong to the University of Central Punjab. Furthermore, 23% members belong to the Sadiq women university.

**Table No. 5 Social media platform**

Social media platform	Frequency	Percentage
WhatsApp	300	100%
Facebook	300	100%
Twitter	180	60%
YouTube	300	100%
Instagram	170	56%
Snapchat	160	53%
TikTok	145	48%

Table 5 and the demographic representation shows the statistics related to the use of social media platforms used by the participants. The data revealed that majority of participants are addicted to the use of social media. Moreover, each individual has different preference related to the use of media. The data studied as that each member is the user of the WhatsApp and YouTube and each was having Facebook account. Furthermore, few have Twitter accounts. Similarly, Instagram and Snapchat users were almost more than 50%, however, TikTok users are growing rapidly.

**Table No. 6 Addicted to use social media**

Participants	Formula	Never	Rarely	Sometime	Often	Always	Mean	Std.
		1	2	3	4	5	Score	deviation
Male	Frequency	25	27	28	35	35	3.1867	1.41130
	Percentage	16.7	18.0	18.7	23.3	23.3		
Female	Frequency	23	25	28	42	32	3.2333	1.36798
	Percentage	15.3	16.7	18.7	28.0	21.3		

Table 6 shows the data gathered from the questionnaire to know the participants' perspective related to their addiction towards the use of different app on social media. The statistics revealed that majority of male and female members were of the view that they are more addicted towards the social media. Similarly, the mean score related to male members is 3.1867 and std. deviation is 1.41130 whereas the mean score related to female members is 3.2333 and std. deviation is 1.36798. To conclude it is stated that perspective among male and female members is almost same.

**Table No. 7 Use social media to extend my social circle and to freely express myself**

Participants	Formula	Never	Rarely	Sometime	Often	Always	Mean	Std.
		1	2	3	4	5	Score	deviation
Male	Frequency	31	12	32	43	32	3.2200	1.48020
	Percentage	20.7	8.0	21.3	28.7	21.3		
Female	Frequency	16	32	35	36	31	3.2267	1.29089
	Percentage	10.7	21.3	23.3	24.0	20.7		

Table 7 shows the data gathered from the questionnaire to know the participants' perspective. The statistics revealed that majority of male and female members were of the view that they use social media to extend their social circle and to freely express themselves. Similarly, the mean score related to male members is 3.2200 and std. deviation is 1.48020 whereas the mean score related to female members is 3.2267 and std. deviation is 1.29089. To conclude it is stated that perspective among male and female members is almost same.

**Table No. 8 Use social media to escape from hectic routine**

Participants	Formula	Never 1	Rarely 2	Sometime 3	Often 4	Always 5	Mean Score	Std. deviation
Male	Frequency	10	33	24	36	47	3.5133	1.31454
	Percentage	6.7	22.0	16.0	24.0	31.3		
Female	Frequency	18	28	32	34	38	3.3066	1.36665
	Percentage	12.0	18.7	21.3	22.7	25.3		

Table 8 shows the data gathered from the questionnaire to know the participants' perspective. The statistics revealed that majority of male and female members were of the view that they use social media to escape from hectic routine. Similarly, the mean score related to male members is 3.5133 and std. deviation is 1.31454 whereas the mean score related to female members is 3.3066 and std. deviation is 1.36665. To conclude it is stated that perspective among male and female members is almost same.

**Table No. 9 Get academic related information through social media which assist me to perform better at academics**

Participants	Formula	Never 1	Rarely 2	Sometime 3	Often 4	Always 5	Mean Score	Std. deviation
Male	Frequency	32	40	15	32	31	2.9333	1.47310
	Percentage	21.3	26.7	10.0	21.3	20.7		
Female	Frequency	1	22	25	58	44	3.8133	1.03876
	Percentage	0.7	14.7	16.7	38.7	29.3		

Table 9 shows the data gathered from the questionnaire to know the participants' perspective. The statistics revealed that majority of male and female members were of the view that they get academic related information through social media which assist me to perform better at academics. Similarly, the mean score related to male members is 2.9333 and std. deviation is 1.47310 whereas the mean score related to female members is 3.8133 and std. deviation is 1.03876. To conclude it is stated that perspective among male and female members is almost same.

**Table No. 10 Facebook groups and YouTube videos help me to get academic information**

Participants	Formula	Never 1	Rarely 2	Sometime 3	Often 4	Always 5	Mean Score	Std. deviation
Male	Frequency	27	39	26	28	30	2.9667	1.40668
	Percentage	18.0	26.0	17.3	18.7	20.0		
Female	Frequency	6	12	6	58	68	4.1333	1.07857
	Percentage	4.0	8.0	4.0	38.7	45.3		

Table 10 shows the data gathered from the questionnaire to know the participants' perspective. The statistics revealed that majority of male and female members were of the view that they are more inclined towards Facebook groups and YouTube videos which help them to get academic information. Similarly, the mean score related to male members is 2.9667 and std. deviation is 1.40668 whereas the mean score related to female members is 4.1333 and std. deviation is 1.07857. To conclude it is stated that perspective among male and female members is almost same.

**Table No. 11 Excessive use of social media disturbed sleeping pattern and eating routine**

Participants	Formula	Never 1	Rarely 2	Sometime 3	Often 4	Always 5	Mean Score	Std. deviation
Male	Frequency	23	23	10	43	51	3.5067	1.47346
	Percentage	15.3	15.3	6.7	28.7	34.0		
Female	Frequency	25	17	35	42	31	3.2467	1.35576
	Percentage	16.7	11.3	23.3	28.0	20.7		

Table 11 shows the data gathered from the questionnaire to know the participants' perspective. The statistics revealed that majority of male and female members were of the view that the excessive use of social media caused disturbed sleeping pattern and eating disorder. Similarly, the mean score related to male members is 3.5067 and std. deviation is 1.47346 whereas the mean score related to female members is 3.2467 and std. deviation is 1.35576. To conclude it is stated that perspective among male and female members is almost same.

**Table No. 12 Eye-sight and mental health are affected**

Participants	Formula	Never 1	Rarely 2	Sometime 3	Often 4	Always 5	Mean Score	Std. deviation
Male	Frequency	12	28	28	42	40	3.4667	1.28317
	Percentage	8.0	18.7	18.7	28.0	26.7		
Female	Frequency	20	27	25	29	49	3.4000	1.43775
	Percentage	13.3	18.0	16.7	19.3	32.7		

Table 12 shows the data gathered from the questionnaire to know the participants' perspective. The statistics revealed that majority of male and female members were of the view that Eye-sight and mental health are affected. Similarly, the mean score related to male members is 3.4667 and std. deviation is 1.28317 whereas the mean score related to female members is 3.4000 and std. deviation is 1.43775. To conclude it is stated that perspective among male and female members is almost same.

**Table No. 13 Feel procrastinated due to social media**

Participants	Formula	Never 1	Rarely 2	Sometime 3	Often 4	Always 5	Mean Score	Std. deviation
Male	Frequency	1	3	13	51	82	4.4000	0.78578
	Percentage	0.7	2.0	8.7	34.0	54.7		
Female	Frequency	24	30	14	45	37	3.2733	1.43726
	Percentage	16.0	20.0	9.3	30.0	24.7		

Table 13 shows the data gathered from the questionnaire to know the participants' perspective. The statistics revealed that majority of male and female members were of the view that they feel procrastinated due to social media. Similarly, the mean score related to male members is 4.4000 and std. deviation is 0.78578 whereas the mean score related to female members is 3.2733 and std. deviation is 1.43726. To conclude it is stated that perspective among male and female members is almost same.

**Table No. 14 Feel my time is wasted due to social media**

Participants	Formula	Never 1	Rarely 2	Sometime 3	Often 4	Always 5	Mean Score	Std. deviation
Male	Frequency	29	34	12	40	35	3.1200	1.48333
	Percentage	19.3	22.7	8.0	26.7	23.3		
Female	Frequency	12	17	15	55	51	3.7733	1.25397
	Percentage	8.0	11.3	10.0	36.7	34.0		

Table 14 shows the data gathered from the questionnaire to know the participants' perspective. The statistics revealed that majority of male and female members were of the view that they feel their time is wasted due to social media. Similarly, the mean score related to male members is 3.1200 and std. deviation is 1.48333 whereas the mean score related to female members is 3.7733 and std. deviation is 1.25397. To conclude it is stated that perspective among male and female members is almost same.

**Table No. 15 Insecure and face cyber-bullying in sharing my information on social media**

Participants	Formula	Never 1	Rarely 2	Sometime 3	Often 4	Always 5	Mean Score	Std. deviation
Male	Frequency	38	43	17	26	26	2.7267	1.45120
	Percentage	25.3	28.7	11.3	17.3	17.3		
Female	Frequency	14	36	15	46	39	3.4000	1.34614
	Percentage	9.3	24.0	10.0	30.7	26.0		

Table 15 shows the data gathered from the questionnaire to know the participants' perspective. The statistics revealed that majority of male members were of the view that they do not feel insecure and face cyber-bullying in sharing information on social media whereas females have contradictory opinion. Similarly, the mean score related to male members is 2.7267 and std. deviation is 1.45120 whereas the mean score related to female members is 3.4000 and std. deviation is 1.34614. To conclude it is stated that perspective among male and female members varies.

## RESULTS AND DISCUSSIONS

After collecting and analysing the data it has been found that the most preferred social media platforms are *WhatsApp*, *Facebook* and *YouTube* among university students. They also use *Twitter*, *Instagram*, *Snapchat*, and *TikTok*. University students both male and female are addicted to use social media as they often use social media platforms. The major trends of using social media among university students are to extend their social circle. They also tend to freely express themselves on social media. Therefore, social media is becoming the major cause of increasing the social capital. Therefore, it is evident that students use social media to gratify their socializing needs (Blumler & Katz, 1974). This is also highlighted in previous study that students surf social media for the purpose of socialization (Jacobsen, & Forste, 2011). Those students who feel shy in communicating with others in a physical environment are also expressing themselves openly in an online world. Due to this, their friends are increasing and they are making more alliances with others in a physical world. In this way, their communication skills are also getting improved and they are able to present themselves confidently in social gatherings. They also tend to use social media to escape themselves from daily hectic routines. Students feel much relaxed while surfing social media. Their tiredness went away as they feel fresh minded and forget about the pains of the real-world problems while using it. Therefore, students are gratifying their needs of relaxation and get escaped from hectic routines due to social media usage (Blumler & Katz, 1974). Social media is not the only source to get escaped, but the students are also getting their academic related information on varied platforms of social media. This results in remarkable performance in their academics and they are also able to improve their knowledge about certain concepts which helps them to perform better at academics. Regarding academic material searching, the researcher found that *Facebook* groups and *YouTube* videos are the major source of academic material. They have joined multiple groups related to their specific subjects and they can easily find their required materials from such groups. Also, *YouTube* videos related to academics are marvellously performing their job in providing lectures about particular topics. *WhatsApp* is also becoming the medium of sharing their academic material with their friends within no time. It is also found earlier that social media platforms help students to perform better at academics (Wang, Chen, & Liang, 2011). These gratifications are well highlighted in UGT; users (students) gratify their cognitive needs of knowledge and information through social media platforms. Besides these positive outcome of social media usage and its effects, there are also some negative traits of social media usage among university students. Students are very addictive to use social media and they excessively use it which results in hazardous effects on students psychological and other aspects. They keep using social media without paying attention that how much time they have spent on social media sites which results in their disturbed sleeping patterns and also eating disorders. They keep eating all the time as they do not know what is happening in real world. It also effects their eye-sight and results in its weakness. Their mental well-being is also affecting due to excessive use of social media as it effects their mental health badly. They are losing their problem solving skills as they become more absent minded. Students tend to feel procrastinated and keep pending their assignments till the last day of deadline. They also keep wasting their precious time without bothering how much time they are spending on social sites. It has been highlighted in earlier study that students get affected through social media in a negative manner (Guedes, et al., 2016). students especially female ones feel insecure while sharing their information on social platforms as they become victims of cyber-bullying. Female students reported more cyber-bullying than male students. Therefore, they try not to share their personal information which prove risky latterly. These gratifications fall under physiological and psychological domains of UGT (Blumler & Katz, 1974).

## CONCLUSION

The researcher concludes that there are multiple trends of using social media among university students and it has affected their social, psychological and academic areas in various ways. The university students are highly addicted to social media and major trends are to extend their social circle, to freely express themselves, to escape from hectic routine, and to get academic-related information. Facebook and YouTube are largely used by the students to search their academic stuff which remarkably increases their performance while some of the students reported disturbed sleeping patterns, eating disorders, loss of eye-sight, procrastination and wastage of time. Students especially female ones feel insecure while sharing their personal information on social media as they face more



cyber-bullying as compared to male ones. In this scenario, we cannot blame technology for good and bad in itself, it depends on us for what purpose we are using it. However, this study has outweighed advantages more than the disadvantages.

## REFERENCES

- Afandi, O., Hawi, H., Mohammed, L., Salim, F., Hameed, A. K., Shaikh, R. B., ... & Khan, F. A. (2013). Sleep Quality among University Students: Evaluating the Impact of Smoking, Social Media Use, and Energy Drink Consumption on Sleep Quality and Anxiety. *Inquiries Journal*, 5(06).
- Azizi, S. M., Soroush, A., & Khatony, A. (2019). The Relationship between Social Networking Addiction and Academic Performance in Iranian Students of Medical Sciences: A Cross Sectional Study. *BMC psychology*, 7(1), 1-8.
- Blumler, J. G. and Katz, E. (1974) *The Uses of Mass Communications: Current Perspectives on Gratifications Research*. Beverly Hills, CA: Sage.
- Brydolf, C. (2007). Minding MySpace: Balancing the Benefits and Risks of Students' Online Social Networks. *Education Digest*, 73(2), 4.
- Caliendo, S. M., Chod, S. and Muck, W. (2016) "Using Twitter to increase political interest in undergraduate students," *Journal of Political Science Education*, 12(3), pp. 282–301.
- Guedes, E., Sancassiani, F., Carta, M. G., Campos, C., Machado, S., King, A. L. S., & Nardi, A. E. (2016). Internet Addiction and Excessive Social Networks Use: What about Facebook? *Clinical Practice and Epidemiology in Mental Health: CP & EMH*, 12, 43. doi: 10.2174/1745017901612010043.
- Hussein, I. M. T. (2016). The Effect of Social Network " Snapchat " on the Emergence of Some Negative Social Values (Social Hatred) Based on the Perspectives of Qassim Female Students A Survey Study. *Journal of Education and Practice*, 7(24). 86-98.
- Jacobsen, W. C., & Forste, R. (2011). The Wired Generation: Academic and Social Outcomes of Electronic Media Use among University Students. *Cyberpsychology, Behavior, and Social Networking*, 14(5), 275-280.
- Kalpidou, M., Costin, D., & Morris, J. (2011). The Relationship between Facebook and the Well-being of Undergraduate College Students. *Cyberpsychology, Behavior & Social Networking*, 14 (4), 183-189. doi:10.1089/cyber.2010.0061.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Lusk, B. (2010). Digital Natives and Social Media Behavior: An Overview. *The Prevention Researcher*, 17(S1), 3-7.
- Moreton, L. and Greenfield, S. (2022) "University Students' Views on the Impact of Instagram on Mental Wellbeing: A Qualitative Study," *BMC Psychology*, 10(1).
- Mushtaq, A. J., & Benraghda, A. (2018). The Effects of Social Media on the Undergraduate Students' Academic Performances. *Library Philosophy and Practice*, 4(1).
- Muzaffar, M., Yaseen, Z., & Safdar, S. (2020). Role of Social Media in Political Campaigns in Pakistan: A Case of Study of 2018 Elections, *Journal of Political Studies*, 27(2), 141-151.
- Muzaffar, M., Chohdhry, S., & Afzal, N. (2019). Social Media and Political Awareness in Pakistan: A Case Study of Youth, *Pakistan Social Sciences Review*, 3(II), 1-13.
- Primack, B. A., Shensa, A., Escobar-Viera, C. G., Barrett, E. L., Sidani, J. E., Colditz, J. B., & James, A. E. (2017). Use of Multiple Social Media Platforms and Symptoms of Depression and Anxiety: A Nationally-Representative Study among US Young Adults. *Computers in Human Behavior*, 69, 1-9. [https:// doi.org/ 10.1016/j.chb.2016.11.013](https://doi.org/10.1016/j.chb.2016.11.013).
- Raut, V., & Patil, P. (2016). Use of Social Media in Education: Positive and Negative Impact on the Students. *International Journal on Recent and Innovation Trends in Computing and Communication*, 4(1), 281-285.
- Stathopoulou, A., Siamagka, N. T., & Christodoulides, G. (2019). A multi-stakeholder view of social media as a supporting tool in higher education: An educator-student perspective. *European Management Journal*, 37, 421-431.
- Swathi, G. K. & Devakumar, C. (2020). A Study to Analyse the Impact of Tiktok App on Students Academics and Psychology. *JETIR*, 7(3), 1039-1043.

- Wang, Q., Chen, W., & Liang, Y. (2011). The Effects of Social Media on College Students. *MBA Student Scholarship*, 5, 1-12.
- Wu, J. (2014). *How WeChat, the most popular social network in China, cultivates wellbeing*. Master of Applied Positive Psychology, University of Pennsylvania
- Younus, A. (2018). *A Study of Effects of Social Media on Students at School Level* (Doctoral Dissertation).
- Zhu, Y., & Bao, Z. (2018). *The role of negative network externalities in SNS fatigue*. Data Technologies and Applications.