

Impacts of social media on academic performance of adolescents: A review

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Abstract: *The engine of real-time information, social media, has exploded in popularity among adolescents. In this field, social media has become a daily requirement. Without a question, it has provided a fantastic platform for anybody to share ideas and obtain information from all over the world. Smart phones and internet connectivity are needed, and with a button everything is available. The younger generation has been proven to be very dependent on social media. This paper thus aims to examine the influence on the academic success of students using social media. This paper seeks to assess students' advantages in social media. It also explores the concerns about privacy or difficulties facing students in their educational lives. The academic life of students is beneficial and unfavorable by their usage of social media.*

Keywords: *social media; Academic; performance; Students; Internet; Use; Facilities; Smart Gadgets; Adolescents*

1. INTRODUCTION:

Social media is a computerized technology that allows individuals to exchange ideas, views and information through virtual community and network growth. Social media are based on the Internet and allow people to easily share information electronically. Content samples are personal information, documents, videos, and photographs. Web-based apps or programmes on a computer, tablet, or smartphone link to social media. Social media became a way to communicate with family and friends, but companies ultimately tried to exploit a popular new platform to contact their consumers. The power of social media is the ability to interact and share information instantaneously with individuals on earth or many people.

Social media are interactive technologies that may be generated or shared by virtual communities and networks in the form of information, ideas, professional interests, and other kinds of expression. While social media definition is challenging, due to the wide range of independent and interconnected social media services that are now accessible. Societal media are increasingly affecting the opinions of individuals about social problems. The wide platform enables information and news to circulate and therefore informs individuals about social and political views. Social media has shown its potential to promote the swift sharing of information and engagement among its users since its start. Unlike conventional media, social media provides consumers with real-time access to content regardless of the location of their source.

- a. Internet-based interactive Web 2.0 applications are called social media.
- b. The live blood of social media is user information, such as textual posts or comments, digital photographs or videos and online activity statistics.
- c. users build service-specific accounts for the social media business's website or app, which the company creates and manages.
- d. By connecting a user profile to that of others, social media supports the establishment of social networks online.

PCs and laptop programmes are often used by users to access social media services or download social media services on mobile devices (smartphones and tablets). By connecting to these electronic services, users may exchange, collaborate, discuss, participate, and alter highly interactive material generated by users or self-curated materials which are published online. In addition to developing concepts by the creation of blogs, podcasts, movies and gaming sites, social media are being used to retain memories, learn, and find something new, promote oneself and relationships. The expanding field of technology studies is the ongoing connection between people and technology.

Traditional media (e.g., printers, journals, and television and radio) are diverse in terms of quality, reach, frequency, accessibility, immediacy, and durability from social media sources. Social media sites also utilize a dialogue, which means they convey information from multiple sources to a wide variety of users, while standard media outlets use a monological transmission model (i.e., one source to many receivers). For example, many individuals get a newspaper, while a radio station broadcasts the same content throughout the city.

Technology has cleared the way for progress from every area of the world. The world has become a global village as it celebrates communication through ICT. Social media is a unique ICT gift that is growing in daily life. Humanity is exposed to a better way of doing things through technological progress. Social media and students have formed such a bond that has led to multiple advantages just as every product has its own set of advantages and inconveniences, social media has a beneficial and negative effect on the daily lives of teenagers, which eventually occurs in their academic performance. Students have access to social networking sites such as Facebook, Twitter, WhatsApp Messenger, Google Talk and Google Messenger. Academic brilliance has a significant part in the placement of an individual, whether at a university or professional life, as social networking sites are Online consumers' companies. Therefore, people in this generation are highly worried about how they may improve their academic performance. Students' knowledge pool has been broadened because of reviving and producing ideas with the rest of the world, with persons of mutual ideas, and exchanging information from all spheres. However, students, who are more tech adept, have become addicted to the sites and have created a surfing habit in addition to gaining benefits from their usage of social media. So, in addition to being concerned about keeping up with the technological race, adolescents are attempting to be all-rounders by using more social media methods, which has both good and bad effects on their academic achievement.

When social media sites such as Facebook, YouTube and Twitter first came into being, we split our world into online and offline. Social media are Internet technology platforms that link people from across the world. It is used to enhance interpersonal interactions. We can chat with one another, listen to music, read books, see images and much more with your aid, even across countries. Social media has significantly simplified our lives and we are increasingly linked to one other (Shensa, et al., 2015). While seeking new acquaintances, children have broad connections and have the chance to talk to a reasonably huge number of individuals and premium meetings, a variety of identities, hear a wide variety of tales, exchange assumptions, and talk about problems that are important to them. Consequently, most social network users are younger-age members.

Social media is particularly dangerous for teenagers, experts say, since it promotes the false notion that love and friendship are easy to learn from and break away from (East, 2016). Moreover, for young people who are accustomed to the fast speed of Internet life, the reality might look excessively slow and may have a go at it, making it difficult to "fix" it by reckless acts. Some people are in favour of using social media. They think that the latter enables learners to obtain and share information quickly. Others feel that students use social media to talk about everything besides their university peers and that it just distracts them from the learning process. The use of social media by students enables them to acquire vital knowledge as fast as possible.

Many universities and institutions across the globe limit access to social media within their walls. They explain this by assisting pupils in focusing on their academics. On the other hand, they limit students' access to the plethora of content accessible on these sites, like scientific films on YouTube.

Social media are computer-mediated platforms that allow virtual communities and networks to generate and exchange data, ideas, career interests, and other expressions. The most prominent social networking sites and applications include Facebook, WhatsApp, Snapchat, Google+, Instagram, Twitter, LinkedIn, Pinterest, Tumblr, WeChat, Reddit, and YouTube. Social networking is fast becoming one of the most important parts of the online lives of young people. Social media today plays a crucial role in forming and changing public opinion. Users can communicate their thoughts, ideas, and opinions on a certain issue on social media networks. Social media networks aid in the strengthening of society. Social media appeals to individuals of all ages in society, particularly the younger generation since it gives a forum for them to discuss their concerns and express their ideas.

People generate stuff, share it, bookmark and rapidly expanding social media networks as an online conversation category. Social media has a rapid impact on the public conversation in society and creates trends and the agenda on environmental and political matters to technology and entertainment because of their simplicity of use, quickness, and reach. As social media has grown, the online world has changed drastically in the previous 10 years and youth today communicate views, sentiments, personal data, images, and videos at an incredible rate. 73% of teens in the United States currently use social networking sites.

Adolescents who spent the majority of their time communicating on social media had better academic outcomes as they were able to discuss and produce ideas and concepts connected to their studies. As a result, students who struggle with time management are vulnerable to the harmful effects of social media. Teenagers and children's usage of social media has the potential to destroy their lives and have a negative influence on their education. Students' attention and focus are diverted by social media to non-educational and time-consuming activities such as conversing about non-educational issues. More time spent on social networking sites has a detrimental impact on study times, which impacts the study results and academic achievement. In general, 71% of students felt that dependence on social networking affects study since it reduces the net study time and also leads in bad outcomes.

Young people spend a great deal of time in social media. They are also more prone to peer pressure, poor self-esteem, and mental illness. A number of research have identified links between increasing usage of social media and sadness, anxiety, issues with sleep, eating disorders and suicide risk.

Lusk (2010) Discuss concepts of social media. Ideas of social media. Social media refers to the use for communication and sharing of photos and videos on Facebook, blogs, Twitter, MySpace and LinkedIn. Social media is described as the use of the Internet to exchange photographs and videos. For this paper, Facebook, WhatsApp, Twitter, Yahoo Messenger, Skype and MySpace. The growing use of social networking sites has become a global phenomenon in recent years. What began as leisure time for those knowledgeable computers became a social norm and way of life for individuals all around the world. Teenagers and young people, in particular, have used these sites to communicate with friends, share information, reinvent identities, and show their social life.

Social networking websites have grown increasingly popular in recent years, giving young people a new way to communicate and engage with one another. Between 2004 and 2006 social networking prevailed with the debut of Facebook and MySpace. For example, Facebook has more than 500 million members and is rapidly increasing with 85% of students utilizing the social networking website (Schneider, 2010). With the rising number of Facebook users, these numbers are likely to increase. This is not just true for Facebook users; YouTube viewers are also constantly monitored by statistics.

People may use websites to connect, share information and build new contacts for social networking. As our environment is becoming more computerized, our social connections are influenced in many ways as social networking sites grow increasingly popular. The connection between internet users has developed and continues to evolve. These individuals now socialize on the Internet, weakening typical ties between people over thousands of years. We have all been impacted by the way we interact, information and dynamics of our social groups and friendships.

Internet communication and social networking sites are considerably different from one-on-one contact. Users connect to their pals and use tools like instant messaging, chatting, and Twitter updates to express themselves through these websites. The way we obtain information and news also affects social networking platforms. The sites offer more diversified news sources via many methods that provide information. Most of the research focused on students using social network sites, such as Choney (2010) and San Miguel (2010), in affluent countries. Because of this, it became necessary to examine the usage of social networking sites by students and how they impact the educational attainment among Ghana polytechnic students. Mostly, because there is no empirical research in Ghana to assess the impact of students on the academic achievement of polytechnic students on social networking sites.

People utilize social networks to create social networks or connections with like-minded people, hobbies, backgrounds, or true lives. The impact of social media on young people is amazing. Teenagers use social media sites like Instagram, Twitter, and Facebook more and more, making it an important part of their life. Social media has become an essential part of many people's lives.

2. CONCEPTUAL PARADIGM:

The Shikawa model, commonly known as the fishbone diagram, was used as the paper's paradigm. Kaoru Ishikawa created the Shikawa model, which depicts the reasons for a given occurrence (Talaue, 2018). Internet access, usage of social media, social media views and frequency of use are some of the social media features that might impact the academic achievement of students. These criteria allow this paper to evaluate the influence on the academic performance of respondents of social media use and to give ideas for improving the learning process and minimizing the negative consequences of social media.

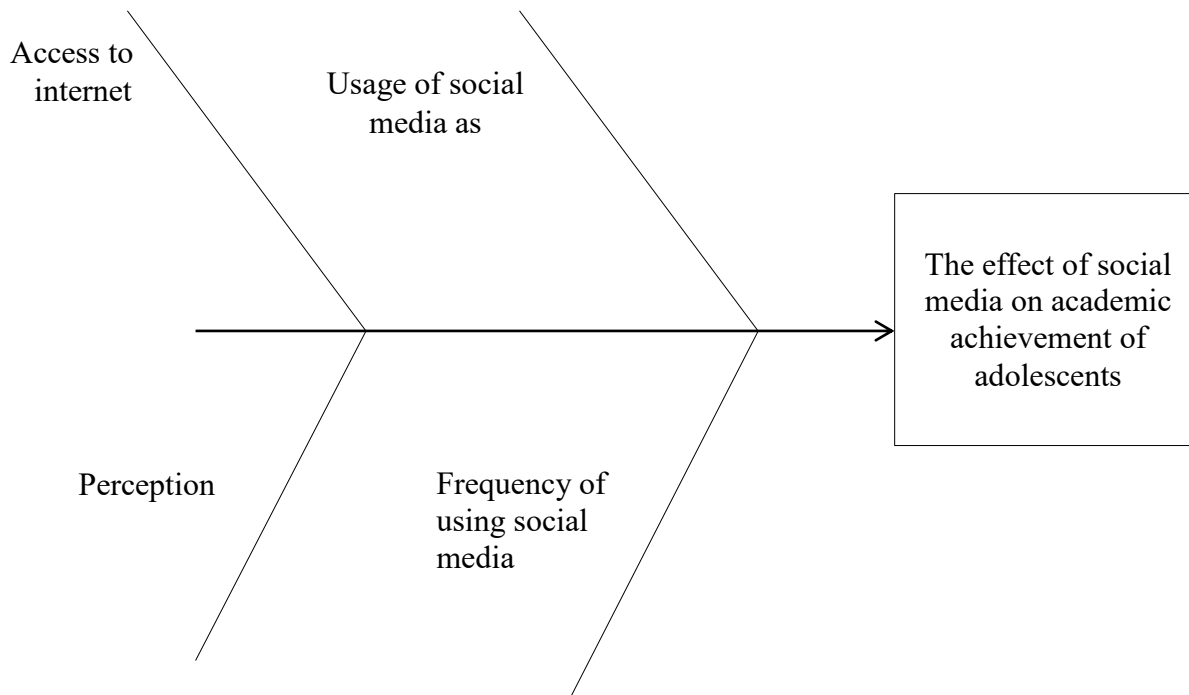


Figure 1: Paradigm of the paper

3. IMPACTS OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF ADOLESCENTS IN MAHARASHTRA

Smartphones have acted as a catalyst in bridging the communication divide by providing instant access to any type of information anywhere in the globe, as well as the ability to capture photos and movies, among other things. The complicated algorithms used to improve the functioning of the Smartphone are constantly improved, resulting in fierce rivalry in the digital market. The idea of Artificial Intelligence (A.I.) included in the Smartphone's microprocessor has enabled the gadget to react to the user's instructions by analyzing the pattern of usage, giving it a comparably wiser advantage in the world of technology.

Students are one group of people who have been greatly impacted by the increasing use of smartphones. It has recently been observed that online teaching platforms with adequate marketing and encouragement have grabbed the attention of serious pupils. However, it cannot be denied that the introduction of smartphones has increased negativity and disinformation, putting kids in dangerous circumstances. In Maharashtra, the greater technology accessible in the twenty-first century in the form of smartphones is often just exploited as a source of pleasure and to perpetrate horrible crimes.

Smartphones have become an integral part of today's age, particularly among students. The adolescent years are a critical time in one's life. Almost every aspect of life changes. Adolescents' need to stand out in a crowd makes them ideal targets for Smartphone use, which gives a digital portal to the outside world. Adolescents in Maharashtra are highly prone to using smartphones, and the simple accessibility that the twenty-first century gives makes it quite handy for them.

4. LITERATURE REVIEW:

Kubey et al., (2001)The use of synchronous communication programmes like forums and websites have been linked to the lack of academic success and online dependence. **Jocabsen and Forste (2011)**In the United States, there found a negative correlation between first-year university students' use of different media, including mobile phones, and self-reported GPA. In **Taiwan, Yen et al. (2009)** Established a link between mobile use and respondents who felt their academic activity was impacted by telephone use. **Hong et al. (2012)** found in research by Taiwanese university students that everyday usage of mobile telephones is linked to self-reported measures of academics. In his study of Spanish high school students. **Sanchez-Martinz and Otero (2009)**There is a relationship between "intensive" mobile telephone use and school failure.

(Kist, 2008)As per a recent poll, 90% of teenagers in the United States have access to the Internet and 75% use the Internet or every other day. More than half of all internet's accessed teenagers are social network users and use the Internet for planning and interacting with their classmates. 16% (18-29 yearsold) of all adult Internet users used social networking websites in September 2005, whereas by May 2010 this figure has risen to 86%.

Reuters (2009)Another research revealed that social media influences both students and employees. A UK-based analysis shows that employees who use Facebook, Twitter and other social networks at work have a substantial cost to their businesses.

Khan (2009)Research by the Ohio Dominican University has found that kids who use social media had significantly worse average marks than those who do not use social media (2009). They also claimed that Facebook remained a big distraction in the various age groups for the present generation. Facebook users' academic achievement is typically dismal. **Englander et al. (2010)** likewise feel that social media is negatively connected to student academic achievements. Internet use has increased in recent decades due to online dependency. **Nalwa and Anand (2003)** indicate that dependent users choose to use the Internet and wait for their personal and commitments that lead to less academic performance.

Lenhart et al. (2010)Almost 57% of social media users between 18 and 29 years old have a large number of profiles on different sites. The amount of time spent per day on social networking sites varies considerably, according to **Pempek, Yermolayeva, and Calvert (2009)**. Furthermore, data analyses showed that most respondents spent approximately 30 minutes each day, mostly between 9 p.m. and 12 a.m. Students spend an average of 47 minutes per day on Facebook. More than half of college students use social networking websites regularly. As per **Quan-Haase and Young (2010)**, 82 percent of university students check Facebook multiple times a day. Younger kids use Facebook more often than older students to keep in contact with high school or from their homes.

Choney (2010), San Miguel (2010)The use of social networking sites has proven to have a detrimental impact on academic success. The June 2010 survey released in Nielsen Media Research reveals that more than 25 percent of students' internet usage comprises of social networking Websites. Results from the Annual Meeting of the American Educational Research Association held in San Diego, California (2009) show that social media users are not widely studied and assessed.

San Miguel (2010) research looked at the relationship between the time and academic achievement young people spend on Facebook. "More Facebook time is far lower," the studies suggest. According to his research, the normal Facebook user had a GPA of 3.0-3.5, whereas the average non-Facebook user was 3.5-3.0. Moreover, average Facebook users spend 1-5 hours of research a week, compared to 11-15 hours per week for non-Facebook users. According to **Enriquez (2010)**, Students who split their time between social networking and course study are more likely than students who do not use social networking sites to get favourable results. He feels that even the fact that a social networking site is operating on a student's computer when studying or carrying out assignments might affect their GPA. "The problem is that most individuals have background Facebook or other social networking sites, their emails, and sometimes instant messages," he says. If you look at how long people spend on Facebook and how it affects their academic success. **Choney (2010)**discovered that the average "GPA" for Facebook users was 3.06 compared with the average GPA for non-users of 3.82.

Junco et al. (2011)social media is a collection of websites, services and activities promoting collaboration, development, involvement, and community sharing. There can be no overemphasis on the growing dimension of social media use among young people nowadays. Social networking among high school children has been increasingly popular over the years. This is a method to interact with peers outside of school, not only on campus. Social networking is a manner many people feel is part of a community. Given their growing popularity, economists and instructors argue that the time spent on these sites does not influence youth ranks.

Ahmed and Qazi (2011)The usage of social media was not linked to academic success in research on the same subject. The time spent on social networking sites and levels cannot be combined with a study by 1,000, 127 students at the Whittemore School of Business and Economics. A further study at New Hampshire University (2010) revealed that the usage of social networking sites by students does not affect grades.

Ahmed, Qazi and Perji (2011)studied the pattern of mobile phone usage among young people in Pakistan with 500 students to determine the level of addictive behaviour. Many respondents can set clear priorities between their obligations and commitments and their cell phone usage, according to the research. Only a small percentage of people consistently engage in highly addictive behaviours, whereas the majority do not engage in addictive behaviours regularly. The survey also found that teenagers use their cellphones responsibly and do not engage in risky behaviour

that leads to addiction. Most respondents were able to draw a boundary between obligations and commitments and mobile phone usage, according to the study's findings.

Asemah & Okpanachi (2013)The exposure of students to social media influences their academic performance, according to research performed at Kogi State University. Social media has a negative impact on children's academic achievement. Students who spend more time on social media have a harder time in school. Instead of reading books, people spend time talking on social media and building acquaintances that have a harmful influence on their academic accomplishments.

Landry (2014)social media is a tool that, depending on the person, may be used for good or evil. Social networking has beneficial and harmful elements. Yes, it's easier to remember the negative than the positive, yet social networking platforms provide people across the world opportunities.

Acheaw & Larson (2015)The goal of this paper is to investigate and analyze the benefits of social media on their academic performance. The paper covers hypotheses and research areas. Students should be encouraged, as recommended, to utilize their telephones to enhance their education. According to the report, most kids possessed cell phones with internet access. Students were found to spend 30 minutes to 3 hours a day. It has also been proven that the academic achievements of children influence them negatively.

Owusu-Acheaw & Larson (2015)The use of social media by respondents had a negative influence on their academic performance and a considerably positive relationship between social media use and educational accomplishment. They also found that most of their respondents choose to talk at social networking sites instead of using them for academic reasons.

Alwagait, Shazad and Alim (2015) The use of social media was found to be beneficial every week with most students not utilizing it excessively. In their poll, respondents thought that, in addition to excessive use of social media, time management and football are variables associated with low academic achievements.

Khurana (2015)In his study, he discovered that regardless of the positive and harmful consequences of social media, young people have set their limits and set their limits on how and when to use social networking sites for children. Today's young are not only technologically smart and socially aware, but they also exemplify social conscience.

Annapoorna Shetty et.al. (2015)In this study report, said that beneficial usage of social media may help youngsters build academic careers, skills, a better lifestyle, and the ability to embrace new trends and fashion, among other things.

Mensah & Nizam (2016)Study aimed to evaluate the impact of social media on student performance in Malaysia. The correlation coefficient of Pearson is used and related to the academic success of children. The study design used in the paper was both informative and explainable. There has been a significantly positive connection between the academic success of the pupils and their connections with other persons. Social networks have been found to have an important impact on academic achievement, and time management is taught to decide whether children win or lose.

Amin, et.al (2016) Research shows that students who spent most of their time in connection with social media had superior academic outcomes as they discussed and generated ideas and concepts connected to their studies. They utilize these sites for pleasure because they profit from their scholarly work.

Mensah & Nizam (2016)According to their results, social media platforms have a significant effect on academic achievement at Malaysian tertiary institutions. Time adequacy and addiction, however, had a more substantial influence on the academic achievement of pupils than the other six variables. This is because time management is very crucial to decide the success or failure of a person. As a result, kids struggling with time management are prone to social media damage. Similarly, students who are engrossed in social media platforms end up skipping foods that have a detrimental impact on their health when it comes to health and dependency.

Bisen and Deshpande (2016)Nagpur, Maharashtra: Smartphone Addiction Analytical Study among engineering students: A distinction between the sexes. The study examined the influence of smartphone user applications on engineering students' conduct. The study investigated the behaviour of smartphone users and its relationship with smartphone addiction. It has been shown that male students are more likely than female smartphone addicts.

Gilbert, et.al. (2018)Tried to understand how social media impacts the performance of a student in academics. The study assumes that students communicate and study via social media. Students spend at least an hour each day on social media on average. It would affect their academic achievement in both positive and negative ways. For data collection, 60 students were chosen as a sample, and Solvin's method was used to get the correct sample size. The students' major motivations were discovered to be chatting with their friends and spending leisure time relaxing. Social media accounts

for around 20% of the total time spent. They also agreed that social media has affected their lives, with just a handful claiming that it has had no such impact. The conclusion was reached that students' spare time is completely consumed by social media, where things appear to be more engaging than the mentor's lesson. Without a question, social media has great benefits for kids' academics, but only proper use can lead to a better future. It is important to remember that while proper use of social media might benefit the future, improper usage can cause adolescents to become victims.

Abousaber & Oueder (2018) Similar study has demonstrated that online social media has enhanced teaching-to-student contacts, streamlined the provision of proper information, improved knowledge and generated ideas and courses. Based on the data obtained, social media are not advised in class.

Kolan and Dzadza (2018) The findings of the study revealed that social media is a valuable servant, but also a dangerous master and a double-edged sword. While students can gain from social networks like knowledge sharing, making friendships and participating in group discussions, the usage of social media can lead to addiction and distraction, which can have important implications in the university life of students. Piracy is one of the damaging social media effects. It is the biggest temptation for Australians of all ages to download movies and TV programmes unlawfully free.

Zahid, et.al. (2019) The purpose of this paper was to look at the influence and link between social media and a student's academic achievement. The first step in resolving the social media myth is to identify the issues that people have when utilizing the platform. Student's academic performance is influenced by a variety of factors, but in this day and age, social media is by far the most popular. The study closed by highlighting the good aspects of students' use of social media, such as how it has aided them in exchanging and creating new ideas, and how students, as an asset to any country, play a critical part in societal progress.

5. CONCLUSION AND DISCUSSION :

Social media has offered many benefits for the lives of students, enabling them to develop and grow in the scientific era and to complete their studies while they are at home. Social media networking platforms like Facebook and YouTube have strongly affected educational activity. Students also work on these sites and use them both for enjoyment and education. ICT brought individuals from all walks of life together just to share ideas and viewpoints and significantly gained access and precision from students and scientists in their work. Students may always address their concerns and obtain support from leading instructors via social networking sites that have led to an academic performance mindset. Furthermore, most students use these websites for fun, which is an increasingly unfavourable sign of smart gadgets. It thereby overcomes both positive and negative characteristics. Although children are encouraged to grow and mature with more efficient results via their education, it also distances them from the world today and includes them in virtual things. Effective use of social network sites should thus be enhanced and improved for long term gain.

Social media is becoming an integral part of the life of the student and consumes much of his free time. The time spent by respondents on social media has shown that their academic achievement has been severely affected. Social media, often known as social networks or online networks, thereby targets children as future victims. Diverse computer technologies and mobile telephones have significantly increased the range of both positive and harmful effects on the spiritual and intellectual growth of the young generation. It may thus be stated that social media have a double influence on the performance of schools and that it is with the duty to ensure the usage of social media for adolescents. Under no situation could we ignore the negative consequences of excessive social infatuation. The following recommendations are made based on the data and conclusions reached: Institutions can focus on making enjoyable things helpful, such as social networks, by promoting them as a tool for learning as well as discussion. Users should be able to limit participation on certain days, such as to students during a session, on social media platforms. Finally, teenagers must be aware of the risks connected with excessive social media use and appropriately embrace the learning process and academic achievements.

This review paper shows that social media sites and applications have an important effect on young people's everyday lives. According to this paper, the majority of young people use social media networks to share photographs and videos to receive likes and comments; they also use social media to send greeting messages such as good morning, good night, and birthday wishes, which appears to be a waste of time. As per this paper, the average adolescent spends more than 3 hours each day on social media networks, diverting them from their responsibilities and job. Youth, as we all know, are the nation's cornerstones. However, we can observe that they were squandering their time by using social media networks for non-productive purposes. It has been observed that today's youth has become glued to social media networks.

The paper also highlights the numerous benefits of social media networks for youth, such as the potential for youth to share their knowledge on a certain issue, exchange helpful information with one another, educate themselves, and create professional networks via social media sites and applications. It also always helps young people to keep in touch with one another. The review paper also looks at how social media influences education. Students are known to share academic information using social media sites and applications. It exemplifies one of the benefits of students using social media.

Likewise, social media has a detrimental influence on education since it diverts students' attention away from their studies. Another negative effect was that kids were not completely aware of social media privacy regulations. They have been observed posting personal information on social networking sites and applications without first reading or understanding their privacy rules. This report also explains that many teenagers accept friend requests from strangers, who may or may not be trustworthy and may exploit their personal information. Here, we must advise that only known and trustworthy persons should be accepted as friends.

Parents are often told that they do not know about the activities of their children on social networking sites and applications. It is suggested that parents regularly monitor the social media activities of their children. We believe that the government should enact precise laws and regulations regarding social media and its use. It is also proposed that authorities should be allowed to exercise control over harmful and susceptible information that is shared via social media sites and applications.

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