



The Impact of Social Media on Student Learning and Behaviour

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Abstract

India is the enormous populated country with 1.4 billion people and the volumetric segment of India's population is young. India ranks second in the list of countries with the most Internet users. Today is the world of Internet. Everyone is using phones, laptop undoubtedly. Social media is amenity for students in their learning. Social media provide global learning opportunities and cultural exchange, it enhanced communication and collaboration. It also provide free academic materials. DIKSHA, SWAYAM, NPTEL, PM e-vidya, e-pathshala, National digital library these all are the e-learning platforms provide by the government of India. The objective of e-learning is to provide quality content to all remote areas. If we flashback the time of pandemic (covid-19) everything was close, but the students continued their study through social media. It helped the learners in the dissemination of idea, conducting online classes, making online discussion forums and taking online examinations. Social media has its pros and cons. We cannot deny this fact that student using all most 4.8 hours or more on social media. There are many type of issues related to the privacy of the people and the third-party application and the internet is full of unauthentic information as well. It also increase the rate of mental health issues. Social media's use may increase feeling of anxiety and depression specifically in teen and young adults. Social media is distracting student from their prime objective. Social media's use should be beneficial for student, it should not became the cause of distraction.

Keywords: social media, electronic device, communication, e-learning, digital content

INTRODUCTION

Social media has revolutionized the way people communicate. Social media is a platform where people interact with each other and share things and exchange information very quickly and efficiently. Social media is making interaction foster. It is not like the traditional communication methods such as people writing letters, face to face meeting, social media allows instant communication across the globe with the help of FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, LINKEDIN, WHATS APP, PINTEREST. It enable user to share messages, images, video-call fostering real time engagement. Social media has reduced the distance between people. Now people can communicate with each other very well even if they are living in different countries. Social media has become a powerful platform for social movement, and it gave courage to people to raise awareness about important issues and mobilize support quickly.

STUDENT'S LEARNING

Social media has become an essential tool for students learning. Social media totally transforming the way they learn and interact with educational content. Social media provide access to vast pool of information, making learning more engaging, interactive and accessible. If we talk about today's time, the method of education has completely changed. Today's educational institutions are very modern. Explain things to students through smart classes and teaching is being done. Smart classes have transformed traditional education into learning process. These digital classrooms use smart boards, projectors, and online resources to make teaching more interactive and engaging. The combination of smart classes and social media creates a modern and dynamic education system that enhances engagement, accessibility and skill development for students.

Benefits of Smart Classes and Social Media in Education

Aspect	Smart Classes	Social Media	Combined Benefits
Learning	Uses digital tools like	Provides online	Interactive and
Method	smart boards and videos	resources, videos, and blogs	engaging learning experience



Collaboration	Classroom discussions and group activities	Online study groups, forums, and live chats	Enhanced student-teacher and peer interaction
Flexibility	Learning in a structured classroom environment	Learning anytime, anywhere	Blended learning with both online and offline access
Assessment	Digital quizzes, AI-driven assessments	Polls, surveys, and real-time feedback	Instant evaluation and performance tracking
Engagement	3D models, animations, and multimedia teaching	Interactive posts, webinars, and competitions	Encourages creativity and active participation
Career Growth	Teaches technical and academic skills	Helps in networking, internships, and job searches	Builds both academic knowledge and professional skills
Accessibility	Requires classroom infrastructure	Open-source study materials, online courses	Expands learning beyond textbooks and classrooms
Resource Availability	E-books, digital notes, recorded lectures	Open-source study materials, online courses	Expands learning beyond textbooks and classrooms

SOCIAL MEDIA AS A POWERFUL LEARNING TOOL

- **Access to educational content**

Platforms like youtube, linkedin learning, instagram reels provide video tutorials, lectures, and expert insights on various subjects. Student can watch recorded classes, concept breakdowns, and step by step guides at their own pace.

- **Online study groups and discussions**

Student is joining facebook groups, telegram channels, and whats app groups to discuss students, share study materials and clarify doubts. Collaborative learning allows peer-to-peer interaction improving knowledge retention.

- **Communication with teachers and experts**

Teacher use google classroom, zoom, and Microsoft teams for virtual classes and assignments. Social media enables direct interaction with professors, professionals and industry experts. Instagram stories twitter polls offer engaging quizzes helping students test their knowledge.

- **Skill development and career guidance**

Students follow industry professionals for career advice internship opportunities and job market. It also provides latest news and research updates. Social media provides real time updates on current affairs, scientific discoveries and educational trends.

Global social media platforms based on market share (January 2025)

Rank	Social Media Platform	Market Share (%)
1	Facebook	66.43%
2	Instagram	12.42%
3	Pinterest	8.06%
4	Twitter	6.32%
5	YouTube	4.89%

SOURCE : STATCOUNTER

Global average daily social media usage by age and gender

Age Group	Female (hours :minutes)	Male (hours :minutes)
16–24 years	3:04	2:37
25–34 years	2:48	2:33
35–44 years	2:24	2:14



45–54 years	2:08	1:58
55–64 years	1:43	1:32

SOURCE : DataReportal

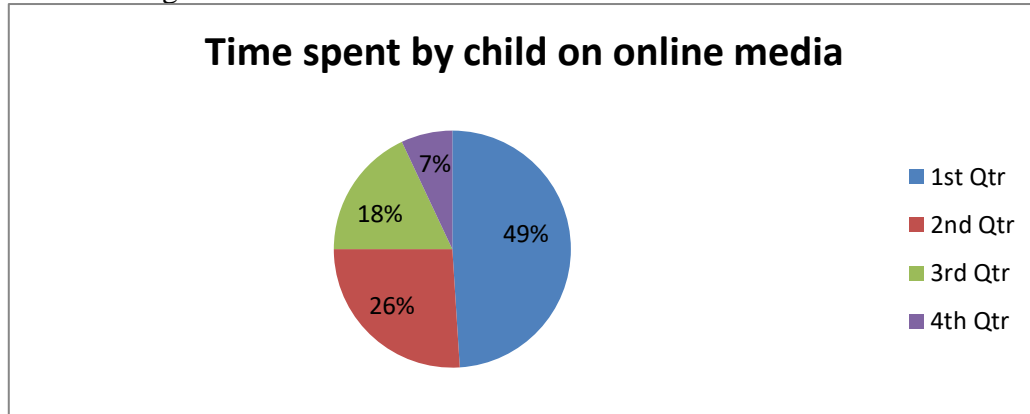
Time spent by children on online media in india

49% of student using social media more than 3 hours

26% of student using social media more than 2-3 hours

18% of student using social media more than 1-2 hours

7% of student using social media more than 1 hour



ROLL OF SOCIAL MEDIA DURING PANDEMIC (COVID - 19)

The COVID-19 pandemic forced a shift to online learning, and social media played a crucial role in ensuring that students could continue their education despite lockdown and school closures. Online learning and virtual classes helps students on their learning platforms like youtube, zoom, google classroom allowed teachers to conduct virtual classes. Students could download e-books, PDFs and resources without meeting physical textbooks. The pandemic brought stress and isolation, but social media offered emotional support through motivational content, mental health. Many educational institutions and organizations hosted free webinars, workshops and online courses. Social media kept student informed about exam schedules, school reopening updates and government guidelines, The timing of students school buses. Now the most of school using their own mobile application which provide homework, assignment, worksheet to the student and also provide all day to day activity of school. With the help of the school application the parents also updated with their child activity.

SOCIAL MEDIA BEFORE AND AFTER COVID-19 PANDEMIC

Aspect	Before Pandemic (Pre-2020)	After Pandemic (Post-2020)
Time Spent on Social Media	Average of 1.5 to 2 hours/day	Increased to 2.5 to 4 hours/day
Purpose of Use	Mostly for entertainment, socializing, and news	Expanded to education, work, health, and mental well-being
Online Learning	Limited, mostly through traditional classes and coaching	Shifted to virtual classrooms, YouTube tutorials, and e-learning platforms
Work and Meetings	Physical meetings and office-based work	Rise of remote work, online meetings (Zoom, Teams), and digital collaboration
E-commerce and Business	Businesses relied more on physical stores and traditional marketing	Businesses shifted to online platforms, social media marketing, and digital transactions
Health Awareness	People relied on doctors, hospitals, and TV news for information	Social media became a key source for health updates, telemedicine, and COVID-19 awareness
Mental Health Support	Less awareness and fewer online communities	Increased discussions, mental health pages, virtual therapy, and support groups



Influence of Social Media	Mainly used for news, trends, and social interactions	Became a dominant tool for education, business, health, and personal development
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GOVERNMENT INITIATIVES FOR LEARNER

E-learning and social media integration brought many change in the field of education. It make education more inclusive, flexible and accessible. It ensuring quality education for all.

Resource	Launch Year	Launched By
NPTEL	2003	Ministry of Education
Sakshat	2006	Former President Dr. APJ Abdul Kalam
e-Pathshala	2015	NCERT and MoE
DIKSHA	2017	MoE and NCERT
SWAYAM	2017	MoE, UGC, AICTE
NDL (National Digital Library)	2018	Ministry of Human Resource Development (Prakash Javadekar)
PM eVidya	2020	Ministry of Education (Self-Reliant India Initiative)

NPTEL- National program on technology enhanced learning

It is online learning initiatives IITs and IISc founded by ministry of education, government of india. NPTEL is a project of MHRD initiated by seven indian institutes of technology. (Bombay, Delhi, Kanpur, Kharagpur, Madras, Guwahati and Roorkee). Student can learn certificates from NPTEL and prestigious institutions like IITs and IISc which add value to their academic and professional profiles. Courses are taught by renowned professors which help in depth learning and conceptual clarity. Learners can understand through assignments, quizzes, and exams, which help student and track their progress effectively. Working professionals can utilize NPTEL courses, to refresh their academic knowledge and stay updated with the latest developments in their field.

SAKSHAT- a one stop education portal

Sakshat is an online education portal its aim to provide free educational resources to students, teacher and lifelong learners. The prime motive of sakshat to encourage e-learning and digital literacy. It addresses the learning needs of large student base. It provides certifications for both formal and informal learning. With the help of sakshat students can communicate with teacher via chat, email and discussion forums. Sakshat provide e-books, lectures presentations and multimedia content.

E-pathshala - Digital learning platform

e-pathshala is an educational app providing students with digital learning resources like textbooks, video and audio. It helps students learn and stay updated about educational events. It provide graded content and supplementary books, videos, audio, images, maps and question banks. It provide free digital materials.

DIKSHA- Digital infrastructure for knowledge sharing

Diksha is an educational initiative which enhance learning for teacher, student and parents. It also provide training modules and help in improve teaching techniques it provide teaching aids, classroom materials. It helps in evaluating student performance through digital assesments. Diksha provide easy access to learning. Students can use NCERT textbooks, parents can acess resources to help their child in there study. Diksha support multilingual language to cater to diverse learners.

SWAYAM- Study webs of active learning for young aspiring mind

SWAYAM provides free online course from prestigious universities, allowing learner to gain certifications and academic credits. in swayam high quality courses are accessible to everyone, removing financial barriers. This course include video lessons, reading materials, self-test and discussion forums. Students earn certificates acknowledged by leading universities.

NDLI – National digital library of india

NDLI is an online platform that provide access to a massive collection of materials for making



learning more accessible and efficient. Users can access books, articles, research papers, video lectures, open educational resources, and find relevant study materials quickly. The platform Includes content in multiple language supporting a diverse range of learners. NDLI can be accessed via Android and IOS apps for convenient learning. NDLI provide 24/7 availability for learning.

PM - eVidya

PM eVidya is a program by the MOE to ensures equitable and quality education across the country. Students can access study materials via the DIKSHA Portal mobile apps, and streaming platform with the help of Digital Content. Students continue their learning from home. The most important Feature of PM eVidya that students who live in remote areas without internet, offering lessons through radio broadcasts. Teachers can also use digital courses and resources to enhance their teaching methods.

THE DARK SIDE OF SOCIAL MEDIA

The dark side of social media has become more evident over the last decade as people have grown increasingly dependent on it. Human relationships and real-life interactions are gradually being replaced by virtual connections, making social media an integral part of daily life. People now spend a significant amount of time scrolling through online platforms rather than engaging in face-to-face conversations. In today's world, individuals are more curious about Instagram stories, Facebook uploads, and YouTube vlogs than about what is happening in their immediate surroundings. This shift in focus raises concerns about the impact of social media on human relationships and social awareness, as people become more disconnected from reality while being constantly engaged in the digital world.

Many times, I have personally observed that in crowded places, people are more engaged with their phones than with those around them. They show little interest in talking to or communicating with nearby individuals. Instead, they immerse themselves in social media platforms like Instagram, Facebook, and YouTube. It is ironic that people prefer to message someone far away through social media rather than engage in conversation with the person sitting right beside them.

This behavior highlights how digital interactions are replacing real-life communication, further distancing people from meaningful face-to-face connections. Social media has significantly altered the way we interact with each other, often leading to negative effects on relationships and learning habits. Nowadays, students are becoming less interested in listening to their teachers, believing that online classes and YouTube videos can replace traditional teaching. As a result, the purchase and use of textbooks have declined, with students relying heavily on digital content for their studies. While social media provides access to vast amounts of information, it is also causing students to lose touch with the experience of reading physical books. Moreover, their seriousness towards studying has diminished, as they assume they can find everything they need online without deep engagement with their subjects. This shift raises concerns about the long-term impact of social media on education and critical thinking skills.

SOCIAL MEDIA ON STUDENTS MENTAL HEALTH

Social media has significantly influenced the minds of adolescents, capturing their attention and shaping their thoughts and behaviors. Studies have shown that social media has a powerful effect on the adolescent brain, stimulating it in ways similar to addictive substances. This stimulation can have both positive and negative consequences, impacting cognitive development, emotions, and overall mental well-being. Excessive use of social media has been linked to issues such as anxiety, low self-esteem, and difficulty concentrating. While social media provides opportunities for connection and self-expression, it is essential to use it responsibly and be aware of its potential effects on mental health.

DR. NANCY DEANGELS

CRNP, Director of Behavioral Health

"Social media platforms drive surges of dopamine to the consumers, convincing the brain to keep coming back over and over again. The comments, likes, and shares that form triggers result in a feeling similar to how people feel when gambling or using drugs."

Spending excessive time on social media can make individuals feel lonelier and more isolated, which negatively impacts mental health. This often leads to issues such as anxiety and depression. Additionally, social media use can disrupt sleep patterns, causing people to experience poor sleep quality. The constant engagement with digital content stimulates the human mind, making it difficult to disconnect and rest properly. Many individuals find themselves repeatedly checking their phones and scrolling for hours, which significantly reduces productivity and focus. As a result, prolonged social media usage contributes to mental health challenges, sleep disturbances, and a decline in overall efficiency.



PRIVACY AND DATA SECURITY RISK AND SPREAD OF MISINFORMATION

Privacy and data security risks are major concerns in the digital age, especially on social media platforms. Users' personal data is often collected and sold by social media companies, raising serious privacy issues. Additionally, hackers and scammers exploit these platforms to steal sensitive information and manipulate users. One of the most significant challenges on social media is the spread of misinformation and misleading content, which can rapidly reach a vast audience. This is particularly concerning for students who rely on social media for their studies, as they may encounter unauthorized or false information, affecting their learning and decision-making.

SUGGESTION AND RECOMMENDATION

To ensure a positive and productive social media experience, users should adopt responsible habits. Managing time wisely is crucial—setting specific usage limits, using screen-time trackers, and prioritizing real-life activities can prevent excessive scrolling. Verifying information before sharing is equally important to avoid spreading misinformation; users should fact-check posts, follow credible sources. Protecting privacy is another key aspect of responsible social media use. Users should avoid sharing personal or sensitive information, adjust privacy settings, and be wary of friend requests from strangers. Additionally, engaging positively and respectfully helps create a healthier online environment—posting thoughtfully, avoiding cyberbullying or hate speech, and supporting others can make social media a more uplifting space.

Balancing online and offline life is essential for well-being. Taking regular breaks, engaging in hobbies, exercising, and spending quality time with loved ones can help prevent social media overuse. Social media can also be a valuable learning tool when used wisely. Following educational pages, participating in professional discussions, and using it for personal growth can make time online more meaningful.

Lastly, being mindful of mental health is crucial. Users should unfollow accounts that cause stress or insecurity, recognize when social media affects their mood, and take necessary breaks when needed. If social media negatively impacts mental well-being, seeking support from friends, family, or professionals can be beneficial. By following these recommendations, users can create a healthier and more balanced relationship with social media, ensuring it enhances rather than disrupts their lives.

CONCLUSION

Social media is a powerful tool that has transformed communication, education, and business. It connects people, provides access to information, and creates opportunities for learning and personal growth. However, its negative effects, such as misinformation, cyberbullying, privacy concerns, and mental health issues, cannot be ignored.

To maximize its benefits while minimizing risks, users must practice responsible usage by managing screen time, verifying information, protecting their privacy, and engaging positively. A balanced approach—where social media is used as a tool for productivity, learning, and meaningful interactions rather than distraction—ensures a healthier digital experience. Ultimately, social media's impact depends on how wisely and mindfully it is used.

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