`i

EFFECT OF SOCIAL MEDIA ADDICTION TOWARD ACADEMIC PERFORMANCE

AMONG UNIVERSITY STUDENTS

CHAI WING KIT

A RESEARCH PROJECT

SUBMITTED IN

PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR

UTAR BACHELOR OF COMMUNICATION (HONOURS) BROADCASTING

FACULTY OF CREATIVE INDUSTRIES

UNIVERSITI TUNKU ABDUL RAHMAN

OCT. 2023

ACKNOWLEDGEMENTS

It would be impossible to complete this thesis without the assistance and cooperation my supervisor. I am therefore deeply thankful to Beh Chun Chee (Department of Media). I appreciate my parents and my brother for their understanding and their encouragement. Besides, I must give special thanks to several friends whose continuous support and wise counsel I value and appreciate immeasurably: Chong Kai Liang and Liew Yin Ping, who gave me strong moral support.

To every one of you, I thank you. This thesis has been completed by having all of your efforts and contributions.

CHAI WING KIT

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

Name   : CHAI WING KIT

Student ID: 190UJB03138

Signed   : _____

Date   : 18/9/2023

APPROVAL FORM

This research paper attached hereto, entitled "Effect of Social Media Addiction Toward Academic Performance Among University Students" prepared and submitted by" Chai Wing Kit" in partial fulfilment of the requirements for the Bachelor of Communication (Honours) Broadcasting is hereby accepted.

_____   Date: 1 October 2023

Supervisor

Mr. Beh Chun Chee

TABLE OF CONTENTS

List of Figures:

		PAGE
Figure 1.0	Shows Student Status	9
Figure 1.1	Shows Student's Current Faculty	9
Figure 2.1	Shows how many hours students use social media a day	10
Figure 2.2	Shows what social media does students use consistently	10
Figure 2.3	Shows if student ever faced mindless scrolling social media when studying.	11
Figure 2.4	What students seeking in social media	12
Figure 2.5	Shows what happened if student lost access to social media	13
Figure 2.6	Shows negative experience that student faced regarding social media	14
Figure 3.1	Shows cross examine results of "How many hours do you use social media a day" and "Do you think your pattern of using social media have decreased your time to study"	16

Figure 3.2	Shows cross examine result of "Do you study last minute?" and "Do you think your pattern of using social media have decreased your time to study"	17
Figure 3.3	Shows cross examined result of "Have you ever been distracted by social media when studying?" and "Have you ever scroll social media mindlessly while studying"	18
Figure 3.4	Shows cross examined result of "Do you think that social media demotivate you to study" and "Have you ever scroll social media mindlessly while studying"	21
Figure 3.5	Shows if student think academic performance deteriorate due to your usage of social media	22
Figure 3.6	Shows if students think social media demotivate their study	23
Figure 3.7	Shows if students think that your academic performance will be better if social media is not available	24

LIST OF ABBREVIATIONS

UGT	Uses and Gratifications Theory
CFS	Central of Foundation Studies
DSA	Department of Student Affairs

ABSTRACT

Since the invention of social media, the connection between each other have become closer than ever as social media have multiple features and functions that allow us to keep up with the world and also communicate with others. However, while social media have been useful it also been showing different undesired effects as pervious researched shown that social media will negative effect on working performance among the work force and also academic performance among university students. This research is to determine the seriousness of social media addiction among university students and also determine the impact of social media addiction toward academic performance of university students. Quantitative method has been used to gather information through Google Form and SPSS will be used for data analysis same goes as Google Excel and Google Form. Uses and Gratification Theory and Brain Disease Model of Addiction theory will also be used for theoretical framework. Result have shown that university student is heavily addicted towards social media and their academic performance have been affected due the addiction. This result shows that university need to create ways to decrease the usage of social media among university student in order to prevent decrease of academic performance.

CHAPTER I: INTRODUCTION

Background on the subject of study

In this world where internet is basically everywhere within our society, social media have become one of our important aspects in most of the people's life as it will allow us to share what thoughts, ideas through the internet as it is a platform that is internet-based where it allows users to share different information to the platform like photos, videos, and documents. Moreover, social media also allow users to access it through different platforms like computer, smartphones and tablets so it is highly accessible (Dollarhide, 2022). Social media also completely changes how people in the world communicate, for example before that where sending information or opinions to audience that is far away from us takes a long time and highly inconvenient however with the emergence of social media, long range communication with others has provided us opportunity to share information or opinion with audience that is far away from us (Edwards, 2015).

Extreme usage of social media will lead to negative effect toward people who used social media in an extreme level which is around 35.5 hours per week (Ramesh Masthi et al., 2018). This is because when the usage of social media that were too extreme, it will affect the individual's daily life negativity which is same goes to anyone that are addicted to drugs, alcohol or even pornography as social media addiction have the same classic addiction symptoms such as mood modification, withdrawal symptoms, relapsing and more (Kuss & Griffiths, 2011).

Although there are many researches on the effects and symptoms of social media addiction, there are not much research about how social media addiction will affect the academic

performance of students within university. So, this research will be looking at how does social media addiction impact student's academic performance.

Research Gap

The purpose of this research is to look at how does social media addiction impact university student's academic performance, this is because as there are many researches on how social media addiction impact different demographics' work engagement, for example there's research between social media addiction and work engagement among nurses that shown that social media addiction has negative significant correlation between work engagement and social media addiction (Hoşgör et al., 2021). This can show that although there is research related to social media addiction and work performance, there are not much research on social media addiction and academic performance toward university students especially toward Malaysia university students. For example, there are different research that are toward university or college students on different social media addiction like Instagram Addiction (Foroughi et al., 2021), Facebook Addiction (Brailovskaia & Margraf, 2017) which are performed in United Kingdom, Germany, and other countries. Although one of the researches has the participated by one of the Malaysia university but it is important to have more focus solely on Malaysia University.

Research Objective and Questions

There are two objectives to be achieved within the completion of this research which are:

1) To determine the seriousness of social media addiction among university students

2) To determine the impact of social media addiction toward academic performance of university students.

There are two research questions that were asked and need to be answered within the completion of this research which are:

1) What is the seriousness of social media addiction university students.

2) How much impact does social media addiction effect on university students' academic performance

CHAPTER II: LITERATURE REVIEW

Review of Previous Studies and Key Findings

The definition of social media in this research refers to any technology that are computer-based that allow users to share their information and ideas through the means of virtual networks and communities, other than that social media also allows users to share different content like pictures, videos or even personal information (Dollarhide, 2022).

The definition of social media addiction is a behavioural addiction that can be identify as being too concerned toward social media and having an urge that cannot be control to use social media which lead to spending too much effort and time on social media and ultimately affecting other life areas (Social Media Addiction, 2022).

The definition of academic performance is the level of knowledge, abilities and skills that student was able to acquire within the field of education, and the grades that were achieved in subjects that were in the study plan are taken as evaluation point (Kumar et al., 2021, as cited in Vargas-Ramos et al., 2021).

Researchers have found out that uncontrollable use of using internet like using social media addictively comes with symptoms like having trouble on managing time spent on the internet, irritated when disturbed during online, having bad social interaction in real life and extreme preoccupation with internet use. (İskender & Akin, 2010, as cited in Ndasauka et al., 2015).

There is multiple research that shown people that addicted with different social media platform will also have effects on them. For example, people that are addicted toward Facebook will have characteristics of addiction disorders such as consistently thinking of using Facebook, interpersonal issues will be created due to the intensive use of Facebook, where the person will be nervous when the person is unable to use Facebook and more (Brailovskaia & Margraf, 2017). Research also shows that people that are addicted towards Instagram will lead to social anxiety as Instagram provide many information for users which allow users to use it as social comparison as they will be comparing others in terms of comments, likes or followers (Foroughi et al., 2021). There is also research that shows that students with prolonged use of social network sites will affect the academic performance (Kolhar et al., 2021).

Other than the negative effects that were created by these different social media, these research also ultimately proved that excessive use of social media or social media addiction will affect the academic performance of students negatively. This is because students tend to spend more time on social networking sites in order to play games, shopping online or receive entertainment which distract them to have activities that are academic related and this cause them to decrease the opportunities for the students to gain knowledge which ultimately cause them to have poor academic performance. For example, research showed that student with Instagram addiction will focus too much on expressing themselves, engaging in the application and maintaining relationships in Instagram which lead to they have fewer time to study and ultimately affecting their academic performance (Foroughi et al., 2021). There is research that shown that high amounts of time spend on Facebook will impact in the academic performance of student due to when there is more time spent on Facebook, student will have less time to spend on study (Junco, 2011). There are also research that shown that Facebook users have lower mean GPAs and these users also have used less average hours per

week to study comparing to non-Facebook users (Kirschner & Karpinski, 2010). Although some of these researches are targeting Facebook users, but these researches also can be used toward other social media platform users as social media platforms have similar functions.

Establish of the theoretical/conceptual framework

In order to answer the research questions which is "What is the seriousness of social media addiction university students." and "How much impact does social media addiction effect on university students' academic performance." We will be establishing a conceptual framework for this research which require one independent variable, dependent variable and constant variable. The expected cause, "seriousness of social media addiction" is the independent variable for this research. The expected effect, "academic performance of university student" is the dependent variable for this research. And these variables have negative relationship between each other. This means that if the seriousness of social media addiction increase, the academic performance of university student decrease. The meditating variable for this research is the "hour of study" which will be comes between the independent and dependent variables. The control variables for this research is the "number of electronic devices on students" this is because if the higher the number of electronic devices on students, the higher chance they will be using social media for it. The number of electronic devices will be held constant as this research will not be studying it as one of the independent variables.

After establishing the conceptual framework, we shall establish the theoretical framework for this research. For this research, the uses and gratifications theory (UGT) will be uses for this research as this theory were able to explain how people's preferences toward social media platforms will be affected by different psychological and social factors (Foroughi et al., 2021). UGT also assumes that people understand their need toward the use of media and there are multiple categories of uses gratifications which are enhanced social interaction,

entertainment, information seeking and escapism (Ifinedo, 2015). Other than that, we also will be using the Brain Disease Model of Addiction as the backbone of our understanding toward addiction. This is because this theory explained that human brain has multiple areas that are connected which formed complex network for specific purpose. However, drugs can affect these areas and cause uncontrollable use of drug that can be call addiction (The brain disease model of addiction, n.d.). There are three stages of addiction which are Intoxication, Withdrawal and Preoccupation, intoxication stage is when a person uses a substance that intoxicating and receive effects that are rewarding (The brain disease model of addiction, n.d.). Withdrawal is when the person experience emotions that are negative when the access of substance is lose (The brain disease model of addiction, n.d.). Preoccupation which the person look for the substance to use after a period where the absence of substance (The brain disease model of addiction, n.d.). With this theory as the theoretical framework of this research. We will be able to research and answer our research questions which are "What is the seriousness of social media addiction university students." and "How much impact does social media addiction effect on university students' academic performance." However, it should be noted that the Brain Disease Model of Addiction is primarily used for the research on people who are addicted to drugs not people that are addicted to social media. This is because The Brain Disease Model of Addiction explains that areas in the brain that are important for interactions that are healthy and life-sustaining functions can lead to drug use that are uncontrollable which marks addiction (The brain disease model of addiction, n.d.) and it does not mention anything about social media which can prove that this theory is used for research on drug uses. But due to the stages of addiction were very similar to the research result so the theory was used for this research in order to see whether this theory were also able to apply on social media addiction.

CHAPTER III: METHODOLOGY

Approach

For this research, our will try to investigate and answer the research questions which are "What is the seriousness of social media addiction university students." and "How much impact does social media addiction effect on university students' academic performance." This is because we expect that this two-research question will have a causal relationship between each other when the answer of these research questions is answered. In order to investigate and answer these research questions, we will be using quantitative method in order to achieve this aim and the quantitative method that were used to collect data are through survey research to gather information as it will allow us to gather as much data as we can in the university.

The reasons of using quantitative method for this research is because this method will allow us to show the prove for the future trends while also allow us to disprove or prove anything that were known previously and it also allow us to provide a way for our audiences or readers to access the result that we collected so our research can be understand further by others and the method of conducting the research using the quantitative method will allow future researcher that are related to this to replicate the method when they are researching similar topics (Goertzen, 2017).

Sampling

The sample size will be set in 50 as this number will allow us to basically gather enough information from our students in order to perform data analysis for the result and the discussion.

Research Design

The survey will be conducted in form of online questionnaire and it will be going to give three part which are Demographic, Social Media Addiction Evaluation, Academic

Performance Evaluation, and Evaluation of Social Media Addiction Toward Academic Performance. The questionnaire was designed in these four parts are as the Demographic section will allow us to confirm our demographic that we are targeting which are university students. Social Media Addiction part will allow us to know how much time does university student use social media so we can come out that in this research context, how long does university student use social media were counted as addicted and in this part, we can also can see if university student have any addictive symptoms toward social media. Within this section there will be multiple questions that ask about how long does they use social media within a day, what are their purpose of using social media, what is the social media that they usually use, how do they feel if social media were not available to use, do they think that they have social media addiction and what symptom of social media addiction does they have if there are any. Academic Performance Evaluation will allow us to evaluate and understand the academic performance for each of the students. In this section, there will be questions like how do they study for exam, how long do they study, and others. The Evaluation of Social Media Addiction Toward Academic Performance section will be allowing us to evaluate whether or not social media addiction will affect academic performance as there will be questions like does social media addiction affect their academic performance, does social media addiction affected how they study, does social media distracted them from studying and others. For this questionnaire, it will be in multiple choice as it will allow us to arrange and read the data more easily which ultimately allow us to produce a result for this research. Moreover, the surveys will be conducted virtually as through the internet platform like social media, it will increase our numbers of answering the questionnaire.

Before the analysis, the data will be gathered and will be checked in order to remove outliers, unusable data. Moreover, SPSS and Graphs from Google form will be used to arrange, evaluate and creating the graph for the overall result of the data.

CHAPTER IV: RESEARCH FINDINGS
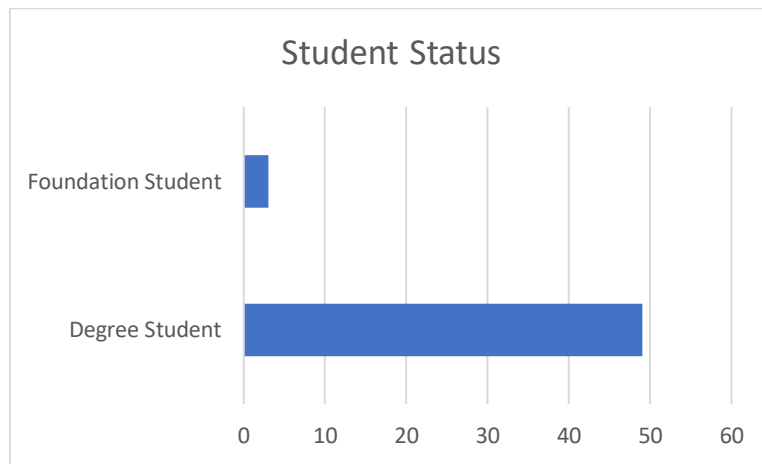
Demographics
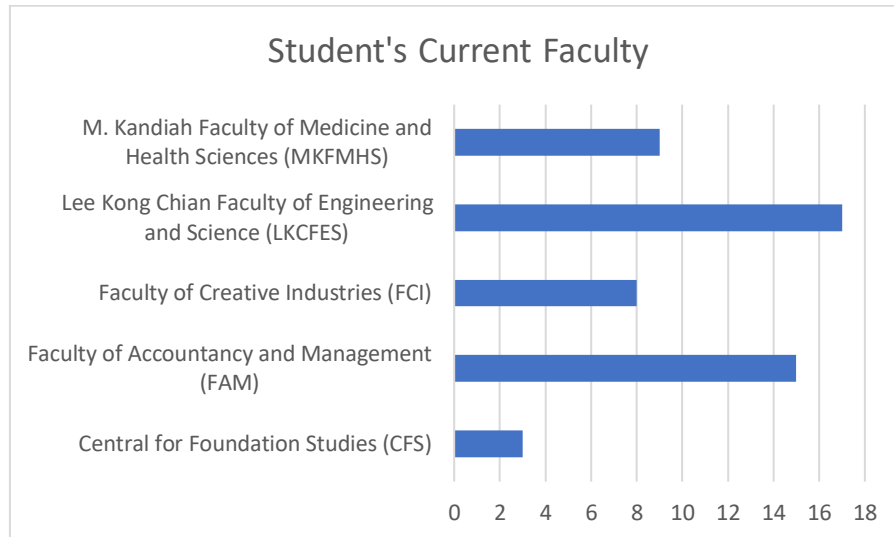

Figure 1.0: Shows Student Status

Figure 1.1: Shows Student's Current Faculty

In this section, we will be looking at the demographic aspects for this survey. From Figure 1.1, we can see that there are 49 students are pursuing for the bachelor degree in UTAR while there are only 3 of the students are from foundation. Other than that, when we look at figure 1.2, we can see the faculties that the students are studying we can see that there are 17 students from Lee Kong Chian Faculty of Engineering and Science, 15 students are from Faculty of Accounting and Management, 9 students are from M. Kandiah Faculty of Medicine and Health Sciences, 8 students are from Faculty of Creative Studies and finally there are only 3 students that are from Central of Foundation Studies.

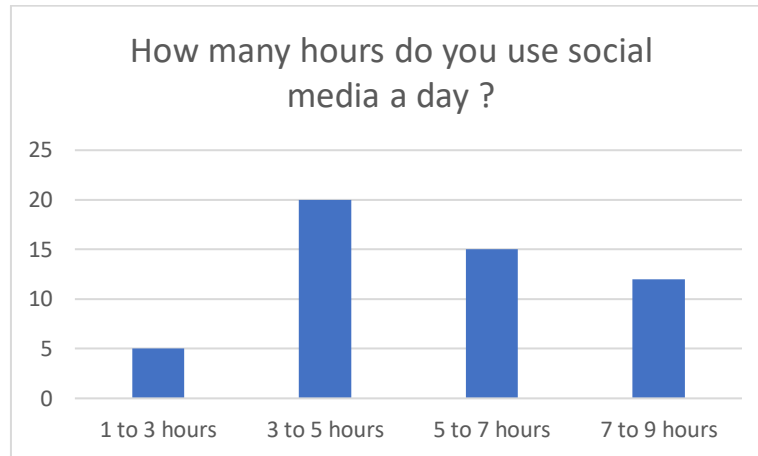**Social Media Addiction Evaluation**

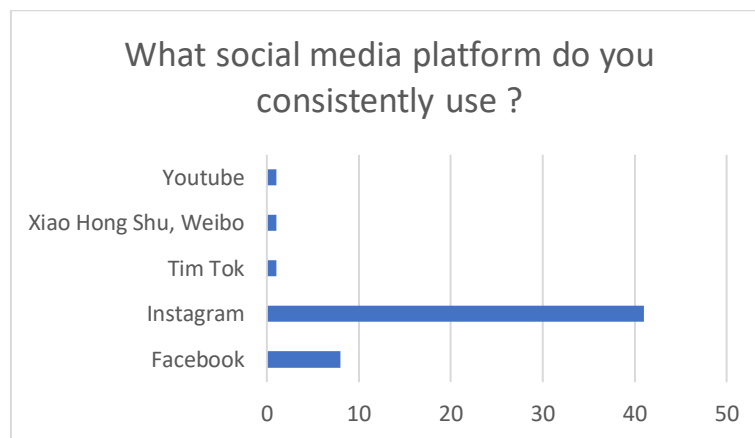**Figure 2.1: Shows how many hours students use social media a day**

Figure 2.2: Shows what social media does students use consistently
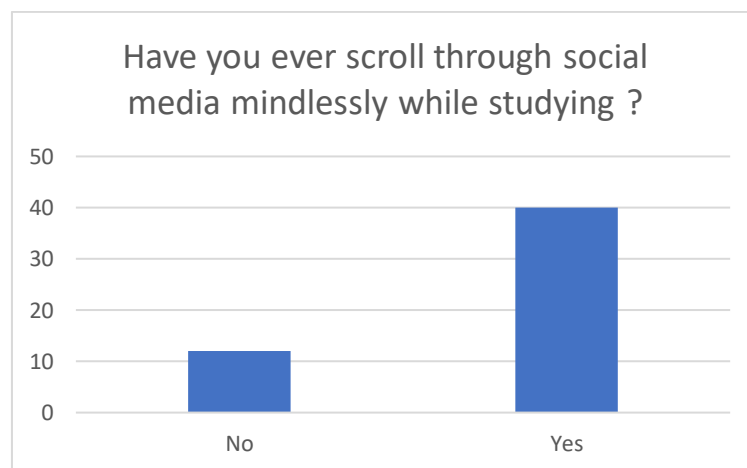

Figure 2.3: Shows if student ever faced mindless scrolling social media when studying.

After looking at the demographic data, we shall look at the social media addiction level of students according to the survey. According to the data from figure 2.1, we can see that most

of the students are addicted to social media as looking back to the literature review which said that extreme usage of social media will lead to negative effect toward people who used social media in an extreme level which is around 35.5 hours per week (Ramesh Masthi et al., 2018). If we are following this measurement, there are at least 27 students are extremely addicted towards social media while 20 students are addicted to social media and only 5 students are not addicted to social media. From figure 2.2 we can see that Instagram and Facebook are the social media application that students are using which meant that said application may need to implement certain function that prevent students or users from being addicted toward their application. From figure 2.3 we can see that there are 40 students agree that they have been scrolling through social media mindlessly while studying so this can provide their addiction of social media have affected how they study.
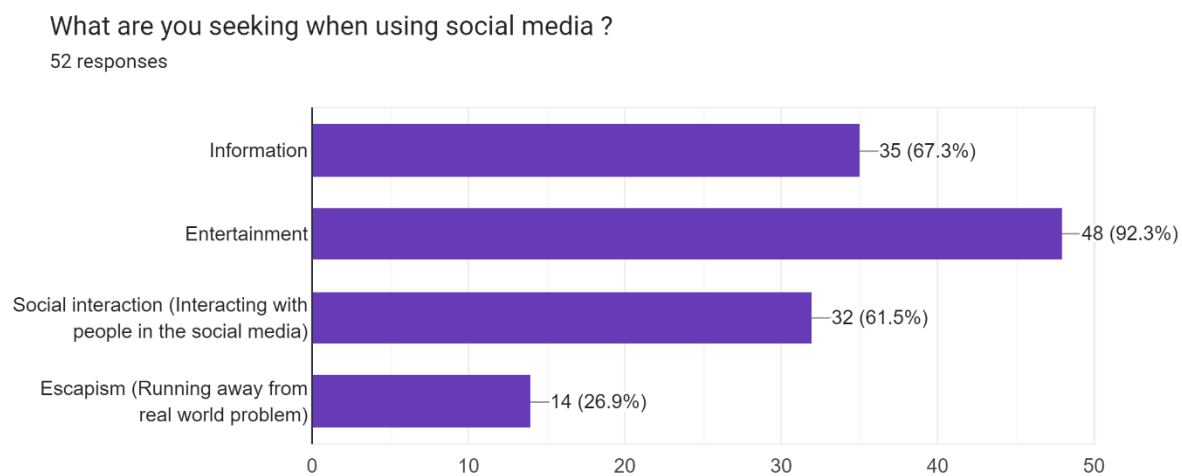
What are you seeking when using social media ?
52 responses

Category	Value
Information	35 (67.3%)
Entertainment	48 (92.3%)
Social interaction (Interacting with people in the social media)	32 (61.5%)
Escapism (Running away from real world problem)	14 (26.9%)

Figure 2.4 What students seeking in social media

When looking at Figure 2.4 with the question "What are you seeking when using social media" we can see that majority of students choose the selection "Entertainment" with "Information" as second, "Social Interaction" as third and "Escapism" as fourth. This can show that most of the students are using social media as their entertainment outlet and with the high accessibility

of social media, this can be seen as the main factor of why social media addiction is occur among students. Another than we can see that social media still have its positive usage which allow students to use it as a source for information and allow student to communicate with others in the cyber realm. While "Escapism" is least selected, but it still should be taking note on as student may use it as a gateway to ignore their mental health issues and responsibility. When applying the Uses and Gratification theory with the question that allow respondents to choose multiple answers, we can see that most of the student chosen "Entertainment" which is one of the media purposes and gratifications as social media allow students a way to avoid problems and responsibility in their everyday life, and this media purpose and gratification is entertainment (Gordon, 2022), while least student chosen the selection "Escapism" the selection of "Entertainment" also can be included in Escapism as it is the same which is avoiding problems and responsibility. With the student chosen "Information" this can also prove that social media also fulfil the second media purpose and gratification which is surveillance because it can be explain that students are using social media to satisfy the person's need for information (Gordon, 2022).

With students selecting "Social Interaction" which is using social media to interact with people virtually we can see that the Uses and Gratification can be applied in this research as it also fulfils the media purpose and gratification which is personal relationships as students can use social media as a way to substitute emotional interpersonal interaction in real life. So, in this section we can see that the theory of Uses and Gratification can be used as one of the backbones of why students are uses social media as social media were able to fulfil their different purpose and needs which are "Entertainment", "Personal Relationships", and "Surveillance".

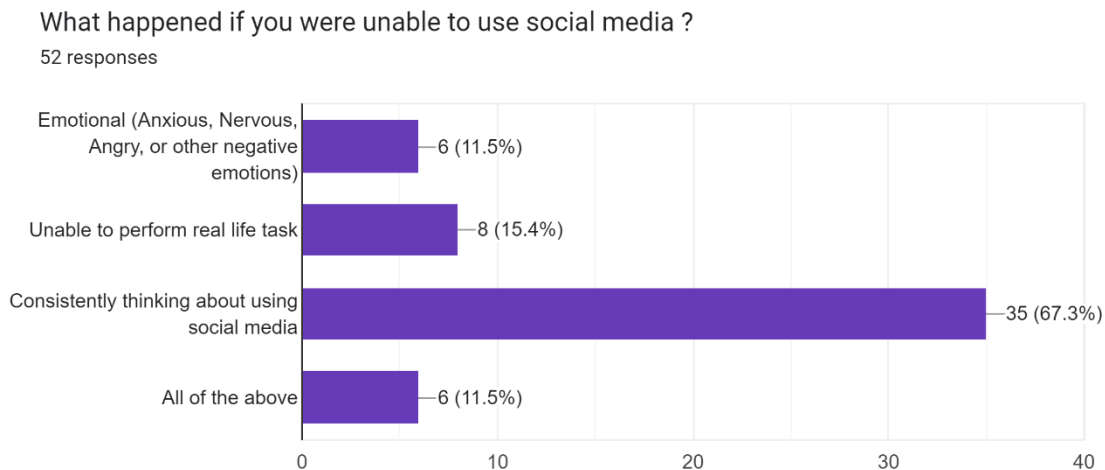What happened if you were unable to use social media ?
52 responses

Figure 2.5: Shows what happened if student lost access to social media

After looking at the question "What are you seeking when using social media", we shall look at figure 2.5 which ask the question "What happened if you were unable to use social media". From the 4 responses which are "Emotional, "Unable to perform real life task", "Consistently thinking about using social media" and "All of the above" we can see that the selection "Consistently thinking about using social media" were selected by majority of the student. The Brain Disease Model of Addiction also can be use to support the result as it explains that the addiction has affected multiple important brain areas so the thinking and the behaviour of students will be in a negative state which will cause them to have such reactions when the access of social media were not present. This can prove that social media addiction will cause student to unable to focus on their study or other matters as what they will be thinking about using social media no matter it is intentional or not.
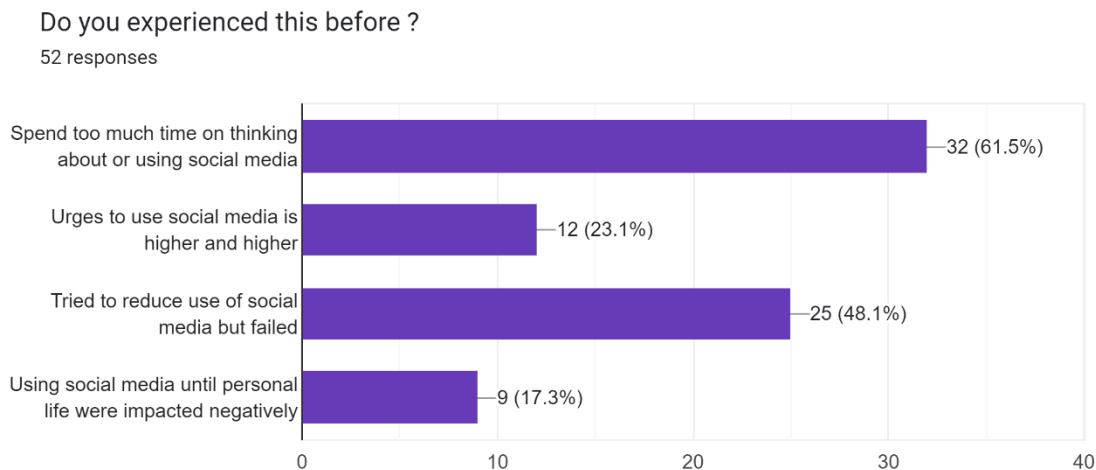
Do you experienced this before ?
52 responses

Figure 2.6: Shows negative experience that student faced regarding social media

When we look at Figure 2.6 where the questionnaire provides four situation and ask the students whether or not they experienced such situation before, and these questions are "Spend too much time on thinking about or using social media", "Urges to use social media is higher and higher", "Tried to reduce use of social media but failed" and "Using social media until personal life were impacted negatively". From the graph we can see that the situation that 32 students experienced before is spend too much time on thinking about or using social media, this can support by figure 2.1 as most of the students' time of using social media are at least 3 hours and above which ultimately prove that these students that answers this questionnaire are addicted to social media and will pose a negative effect toward their academic performance. 25 students have tried to reduce the use of social media but failed. This is a common symptom as trying to withdraw from using any addiction substance, like alcohol, drugs or in this case social media is one of the essential parts of classical addiction theory (Piper, 2015). Moreover, the situation of "The urges to use social media is higher and higher" is were faced by 12 students. This can prove that the issue of social media addiction among these students have and will become more worst. Finally, the situation "Using social

media until personal life were impacted negatively" were faced by 9 students which can show that social media addiction was same as other addictions. The Brain Disease Model of Addiction can be use to support and explain the result as the theory explains that addiction will affect different important brain areas such as Prefrontal Cortext which is responsible for regulating our thinking, behaviour and emotions (Arnsten, 2009), Basal Ganglia which is responsible to attention of an individual (Lanciego et al., 2012) and Extended Amygdala which is responsible on stimulate fear and anxiety in respond to threat (Shackman & Fox, 2016). So, when these brain areas were affected by the addiction that student had toward social media they will be experience those situations that were mentioned in the question above which will affect their personal life and academic performance negatively.

In summary, most of the students in UTAR suffered social media addiction and the level of the addiction is high as most of the students in this research suffered from different situation that can use as signs to determine that they have been suffering from high level of social media addiction. For example, student have faced that their time of using social media are at least more than 3 hours higher than the time of individual that are not addicted to social media which can determine that they are addicted to social media. They were also suffered from various situation such as undesired emotions will appear when they unable to use social media, moreover their mind will not leave social media when the access of social media was denied and some of the student were even unable to perform real life task. This can show that students were mentally impacted by their addiction toward social media, and this can further support when provided different situations to the respondents which contain symptoms of addictions and most of them chosen the symptoms that were most of them experienced it before which they were spending too much time on it, increased urge of using social media,

withdrawal symptoms and also personal life were affected. So, we can see that the social

media addiction has affected the students of UTAR in a way that their personal life.
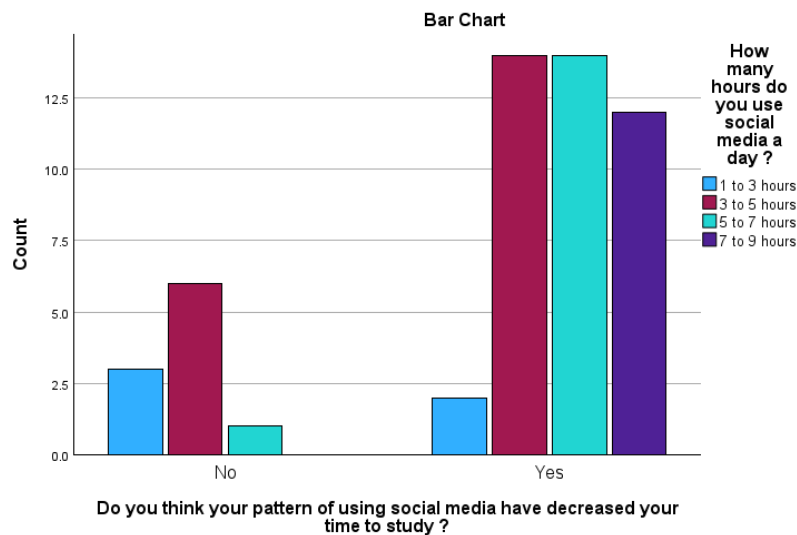
Academic performance X Social Media Addiction

Figure 3.1: Shows cross examine result of "How many hours do you use social media a day" and "Do you think your pattern of using social media have decreased your time to study"

When we cross examined the question "How many hours do you use social media a day" and

"Do you think your pattern of using social media have decreased your time to study" which is

in figure 3.1. There are 42 students that agree that their social media usage pattern have affected

how they study. With the majority of students choosing that they used more than 3 to 9 hours

to use social media also supported that social media addiction have heavily affected the

studying time for students as most of them are drawn toward using social media rather than

study for their academic. When using the Brain Disease Model of Addiction to support the

result above, we can understand that when students were addicted to social media they will be

able to enjoy the pleasurable affect from the social media which will makes them to grow a

social media using pattern that will constantly using social media in order to enjoy the

`17

pleasurable affect which will ultimately decrease their time to study (The brain disease model of addiction, n.d.). This proved that social media addiction will be affecting student's academic performance as it will cause student to decrease their time to study which ultimately causing them to increase the chance of studying last minute.
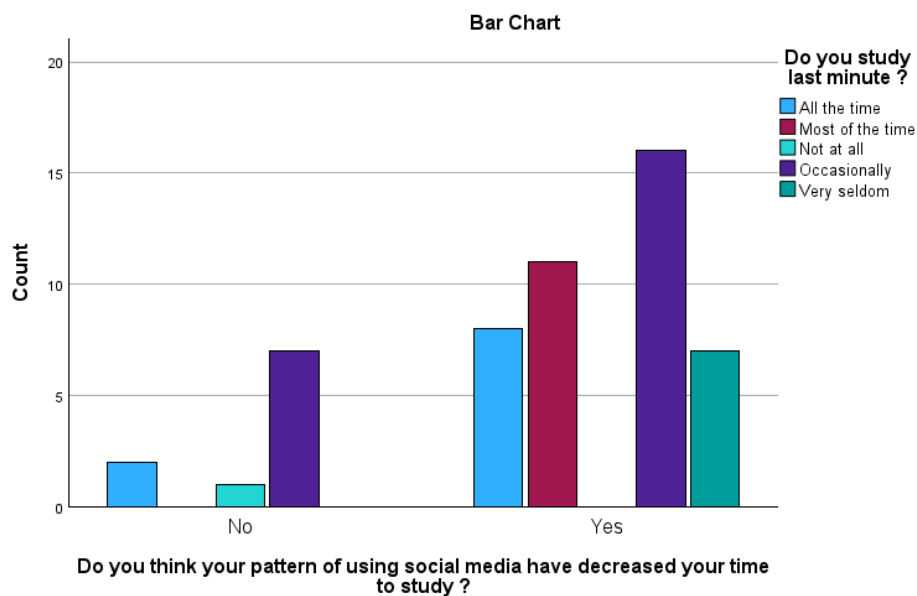

Figure 3.2: Cross Examined questions "Do you study last minute?" and "Do you think your pattern of using social media have decreased your time to study"

When looking at figure 3.2 which ask the interviewee question "Do you study last minute" we can see that 10 students answered all the time, 12 students answered most of the time and 23 students answered occasionally this means that their study pattern is already in a bad shape and the social media addiction may cause further impact on their study pattern which proven true when we look at figure 3.2 when the question "Do you study last minute" were cross-examined with the question "Do you think your pattern of using social media have decreased your time to study" as there are 42 students agree that their pattern of using social media have decreased their time to study even though there are students that previously chosen they occasionally or very seldom study last minute. This means that the pattern of using social media may not only

just affect those with bad study pattern but it will pose a chance to affect those who have a good study pattern negatively.
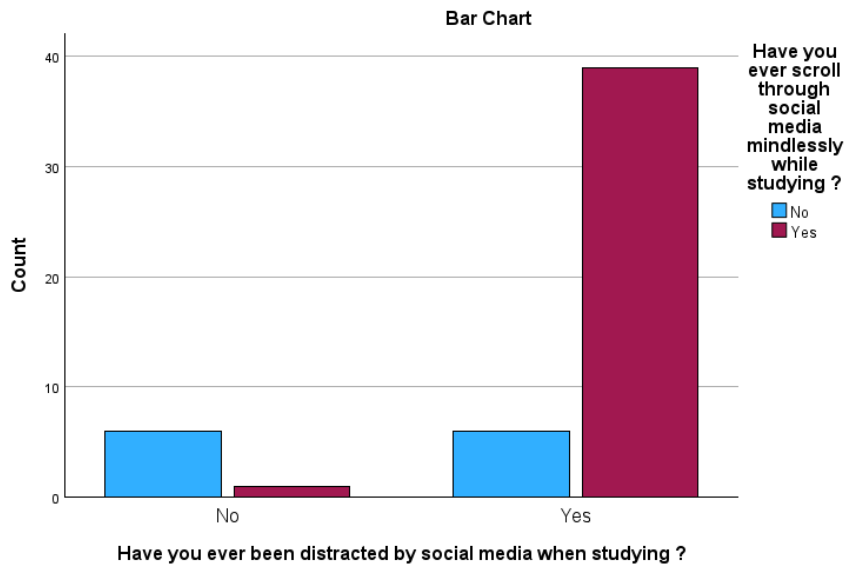

Figure 3.3: Cross Examined questions "Have you ever been distracted by social media when studying?" and "Have you ever scroll social media mindlessly while studying"

When look at the question "Have you ever been distracted by social media when studying?" There are 45 students that agree that they were distracted by social media when they are studying, which mean that social media have a huge impact on their studying pattern which will ultimately affect their academic performance. When cross examine with the question "Have you ever scroll social media mindlessly while studying" we can see that the result also proven that the current mechanism of social media will cause students or users to unconsciously scroll the social media applications no matter what time as long as they are using it. And this will show that social media addiction will cause students to decrease their academic performance no matter it is in studying pattern or result. With the support of figure 2.2 mentioned that Instagram is the social media application that used the most among students. According to the Brain Disease Model of Addiction, we can see that addiction have

affected student's attention when they are studying as the theory explains that addiction will

affect brain area such as Basal Ganglia which responsible to attention of an individual

(Lanciego et al., 2012). so, the more serious a student's social media addiction is, the higher

disruption on the ability of student to pay attention which will ultimately affect the academic

performance of a student. This can prove that with features like reels and unlimited scrolling

from applications like Instagram will cause student to decrease their time to study as feature

like this cause student to scroll their social media feed and reels continuously.
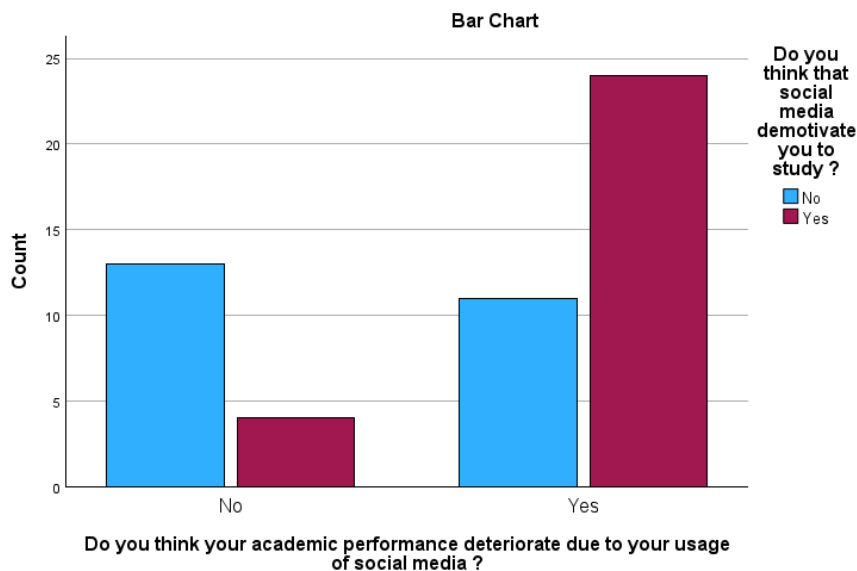

Figure 3.4: Shows cross examined result of "Do you think that social media demotivate

you to study" and "Have you ever scroll social media mindlessly while studying"

When cross-examine the question "Do you think that social media demotivate you to study"

and "Do you think that your academic performance deteriorate due to your usage of social

media" in figure 3.4 we can see that there are 24 students are agree with both of the questions

while there are 13 students that are totally disagree with both of the question and there are 15

students that are agree with either of the questions. While in this cross-examine of questions

there are different students have different respond toward each question, we can still see that most of the students are agree that social media demotivated them to study and the academic performance were deteriorated due to their usage of social media. This shows that while some of the students might disagree that either one of the questions which is question "Do you think that social media demotivate you to study" or "Do you think that your academic performance deteriorate due to your usage of social media" but they not disagree that other question. So, this prove that social media addiction does affect student's academic performance one way or another.
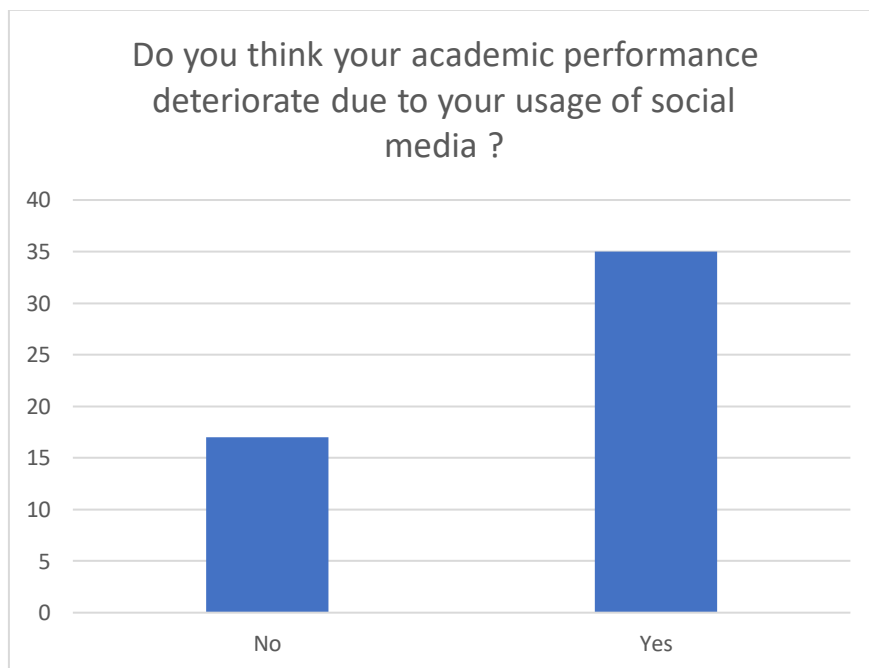

Figure 3.5: Shows if student think academic performance deteriorate due to your usage of social media

When looking at figure 3.5 which shows the result of the question "Do you think your academic performance deteriorate due to your usage of social media?" we can see that there are 35 students that agree that their academic performance was deteriorate due to their usage of social

media. This can be supported as most of the students that answered this questionnaire have the usage of social media above 3 three hours which can be seen on figure 2.1. Other than that, when we look at different social media features like Instagram unlimited scrolling and reels it can be foreseen that academic performance of students will deteriorate if they were using too much of social media.
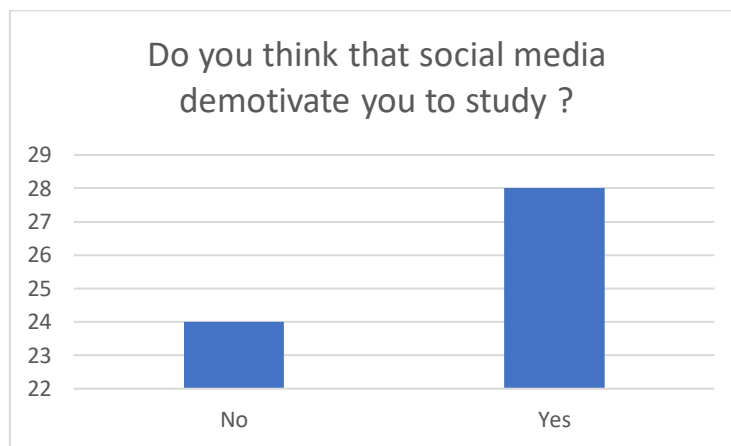

Figure 3.6: Shows if students think social media demotivate their study

When we look at figure 3.6 which shows the result of the question "Do you think that social media demotivate you to study?" were we can see that there are 28 students agree that social media will demotivate them to study. This can be understood as all of their energy were used on their social media so when they done using it they will not have the energy to study for their subjects hence they will be demotivated on their study. When applying the Brain Disease Model of Addiction in to this research result, it is clear that social media addiction can clearly affect the action of students as Brain Disease Model of Addiction explains that addiction will affect important areas in the brain such as Basal Ganglia which involve activity like implicit learning so this can prove that social media addiction is affecting the motivation of students to study (Lanciego et al., 2012).
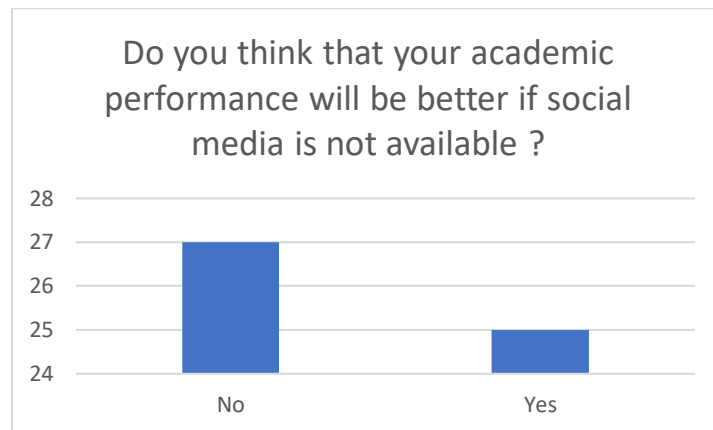
Figure 3.7: Shows if students think that your academic performance will be better if social media is not available

When we look at Figure 3.7 which shows the result of the question "Do you think that your academic performance will be better if social media is not available?" where we can see that students does not agree that if social media is not available their academic performance will be better. This can be seen as while social media addiction will be a factor on the decrease of their academic performance, there are also other factors that will be affecting their academic performance.

In the end, we can see that the impacts of social media addictions of students were applied to their academic performance, we can see that there is also a negative impact on their academic performance as well as with the increase social media usage and the impact of the addiction on their personal life, their intentions and time of studying for their academic will be affected as they will be spending more time on social media and even if they are studying the intentions and the urge of using social media will be also demotivate them to study as they were unable to focus on studying. This can be further proven as one of the questions is asking that if social media is demotivating them on studying, most of the students agree that social media have demotivated them to study and this can be seen that social media have pose a

dangerous threat on the academic performance of students. One of the questions from the questionnaire asked the student do they scroll social media mindlessly most of the student answered yes which can further prove that social media is directly affecting the academic performance of students as this shown that student will unconsciously scroll through social media while they are studying which further affected their study progress. When students were provided a question that asked whether they think that their academic performance deteriorated is because of social media, majority of the students agreed with it so this can show that social media have become one of the reasons of why the academic performance of students deteriorated.

Overall of the questionnaire we can see that students that answered the questionnaire suffered from social media addiction and their use of social media will be affecting their academic performance, over half of the students still denied that their academic performance will be better if social media were not available. We can see this in two directions, the factors of deterioration of students' academic performance is not only social media and other factors should be included, another direction to look at is that this is also one of the addiction symptoms that students are facing as people with addiction will not agree that the things that they are addicted to are the cause of the reason on anything. In conclusion this research has shown that students in UTAR is facing heavy social media addiction and their academic performance will need to be seriously taken care of as currently their social media addiction is affecting their academic performance no matter it is mentally or physically.

These two theories have proven that students from UTAR has been suffering from social media addiction where are seeking for different media purpose and gratification while also experiencing the three stages of addiction that are provided by the theory "The Brain Disease Model of Addiction".

CHAPTER V: DISCUSSION & CONCLUSION

Research limitations and recommended areas for further research

While in this research we found out that social media addiction among students of UTAR are indeed an issue and it pose a danger to their academic performance, the solution of ending this issue does not provided in this research so in future research it is recommended that researchers to find out viable solutions to control or solve this issue as pointing out the problem will not be solving it.

It is recommended to research specific faculty in order to fully understand the actual situation of social media addiction in the particular faculty. This is because while this research will allow us to understand the situation UTAR students are facing, it does not really reflect the actual situation in different faculty so it is recommended to research on particular faculty next time. Students in the Central of Foundation Studies (CFS) in UTAR should also be research on as foundation students have the youngest age range in UTAR so this will allow researchers to understand the seriousness of social media addiction in the new batch of foundation students so university departments such as the Department of Student Affairs (DSA) or the CFS will able to provide programs or workshops to decrease the usage of social media among foundation students directly or indirectly before the addiction become more serious.

Discuss and relate findings to research objectives and past studies

This research study shows that in the era where social media is highly accessible and comes with countless features, university students in UTAR have been addicted to it and there's a high possibility that social media have posed a threat on their academic performance as most of the students in this research are unconsciously addicted to the social media.

Moreover, social media platforms like Facebook, Instagram and other platforms that comes with unlimited scrolling in their application should be control and impose features or limitations on their scrolling. This is because when the social media allow users to scroll in their feed without any limit, their time on doing anything will be wasted and also causing them to be demotivated on doing anything as although using social media and scrolling it endlessly does not seem to be tiring but actually it is mind draining which will ultimately causing users to be tired and unmotivated. In this case, it will cause students from UTAR to unable to studying as their time has been wasting on scrolling on social media and they were also tired from it. Technologies and Social Media companies such as Meta and Twitter should also reflect themselves on their social media applications as with different features that continuously pulling users to keep using their social media is also one of the reason students are addicted by it. University should also provide a way for students to solve their addiction toward social media as university has the responsibility on ensuring that students have a way to be better no matter it is their academic or their addiction on social media.

It is clear that university students should be controlling their usage on social media as it has become a serious situation where it has been affecting their academic performance so it is advisable for students to look up ways to decrease their usage on social media. However, university like UTAR should provide a counselling session for students who realized that they were addicted to the social media and willing to improve from it. This is because while social media addiction might not seem to be as serious as other addiction like alcohol or drug addiction it is still very important that university providing help to students that are willing to change their social media habit in order to be better for their academic. University also should provide organise more events alternative activities for students to be more active in participate activities during their free time rather than using social media. This is because alternative activities such as workshops that are related to self-care, hobby and culture will allow students

to focus more on these activities that will enrich their university experience which ultimately decrease their time on using social media. Universities also can organise courses that educate students on how to decrease their usage of social media as students at different times will realise that they are addicted to social media and they will be seeking help or guidance to remove this particular issue so organizing courses that educate students how to decrease their social media usage will be effective for it. While it should be noted that university like UTAR are full on activities that will allow student to decrease their usage of social media but they are lack of effort on their marketing and promotion of their official events which will decrease the opportunity of student participating these events so university should look into how to attract students into their events.

When looking back at the past studies we can see that this research result is align with the past studies which is social media will affect user's performance and mental health no matter it is physically or mentally. This can prove that social media in this era need to be control and to be research on as without controlling the social media platforms, the issue of addiction among users will be more serious and it needed to be research on as with more information we will know how to control this situation more effectively.

References:

Arnsten A. F. (2009). Stress signalling pathways that impair prefrontal cortex structure and

function. *Nature reviews. Neuroscience*, *10*(6), 410–422.

https://doi.org/10.1038/nrn2648

Brailovskaia, J., & Margraf, J. (2017). Facebook addiction disorder (FAD) among German

students—a longitudinal approach. *PloS one*, *12*(12), e0189719.

Computers in Human Behavior. Retrieved December 5, 2022, from

https://www.sciencedirect.com/science/article/pii/S0747563215301989?casa_token=FfQjWV

Cp2cAAAAAA%3AleVimF2E-

FbkjAslTtFIMKRfFrcTd8ov23hCLIbaKva6NfTLwGC0UqoXKXWCCvrKFmQ18uMihCs

Edwards, M. (2015, March 17). *How social media has changed how we communicate*. Future

Of Work. Retrieved November 15, 2022, from https://fowmedia.com/social-media-

changed-

communicate/#:~:text=Social%20media%20networks%20allow%20us,of%20your%20

freedom%20of%20speech.

Dollarhide, M. (2022, October 31). *Social media: Definition, effects, and list of Top apps*.

Investopedia. Retrieved November 15, 2022, from

https://www.investopedia.com/terms/s/social-media.asp

Foroughi, B., Griffiths, M. D., Iranmanesh, M., & Salamzadeh, Y. (2021). *Associations between Instagram addiction, academic performance, social anxiety, depression, and Life Satisfaction Among University Students - International Journal of Mental Health and Addiction*. SpringerLink. Retrieved December 5, 2022, from https://link.springer.com/article/10.1007/s11469-021-00510-5

Goertzen, M. J. (2017). Introduction to quantitative research and data. Library Technology Reports, 53(4), 12-18.

Gordon, J. (2022). Uses and gratification theory - explained. The Business Professor, LLC. https://thebusinessprofessor.com/en_US/communications-negotiations/uses-and-gratification-theory-explained

Hoşgör, H., Dörttepe, Z. Ü., & Memiş, K. (2021, March 29). *Social Media Addiction and work engagement among nurses*. Perspectives in psychiatric care. Retrieved November 16, 2022, from https://pubmed.ncbi.nlm.nih.gov/33782998/

Ifinedo, P. (2015, November 26). *Applying uses and gratifications theory and social influence processes to understand students' pervasive adoption of social networking sites: Perspectives from the Americas*. International Journal of Information Management. Retrieved December 6, 2022, from https://www.sciencedirect.com/science/article/pii/S0268401215001085

İskender, M., & Akin, A. (2010). Social self-efficacy, academic locus of control, and internet addiction. *Computers & Education*, *54*(4), 1101–1106. https://doi-org.libezp2.utar.edu.my/10.1016/j.compedu.2009.10.014

Junco, R. (2011). *Too much face and not enough books: The relationship between multiple indices of Facebook use and academic performance*. Computers in Human Behavior. Retrieved December 5, 2022, from https://www.sciencedirect.com/science/article/pii/S0747563211001932

Khan, G. F. (1), Lee, S. K. (1), & Swar, B. (2). (2014). Social Media Risks and Benefits: A Public Sector Perspective. *Social Science Computer Review*, *32*(5), 606-627–627. https://doi-org.libezp2.utar.edu.my/10.1177/0894439314524701

Kirschner, P. A., & Karpinski, A. C. (2010). Facebook® and academic performance. Computers in human behavior, 26(6), 1237-1245.

Kolhar, M., Kazi, R. N. A., & Alameen, A. (2021). Effect of social media use on learning, social interactions, and sleep duration among university students. Saudi journal of biological sciences, 28(4), 2216–2222. https://doi.org/10.1016/j.sjbs.2021.01.010

Kuss, D. J., & Griffiths, M. D. (2011). Online social networking and addiction--a review of the psychological literature. International journal of environmental research and public

health, 8(9), 3528–3552. https://doi.org/10.3390/ijerph8093528

Lanciego, J. L., Luquin, N., & Obeso, J. A. (2012). Functional neuroanatomy of the basal ganglia. *Cold Spring Harbor perspectives in medicine*, *2*(12), a009621. https://doi.org/10.1101/cshperspect.a009621

Masthi, N. R. R., Pruthvi S., & Phaneendra, M. S. (2018). A Comparative Study on Social Media Usage and Health Status among Students Studying in Pre-University Colleges of Urban Bengaluru. *Indian Journal of Community Medicine*, *43*(3), 180–184. https://doi-org.libezp2.utar.edu.my/10.4103/ijcm.IJCM_285_17

Ndasauka, Y., Hou, J., Wang, Y., Yang, L., Yang, Z., Ye, Z., Hao, Y., & J.Fallgatterde, A. (2015). *Excessive use of Twitter among college students in the UK: Validation of the microblog excessive use scale and relationship to social interaction and loneliness.*

Piper, M. E. (2015). *Withdrawal: Expanding a key addiction construct*. Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4654762/#:~:text=Withdrawal%20is%20an%20essential%20component,of%20dependence%20and%20motivates%20relapse.

Social Media Addiction. Addiction Center. (2022, November 21). Retrieved December 6, 2022, from https://www.addictioncenter.com/drugs/social-media-addiction/

Shackman, A. J., & Fox, A. S. (2016). Contributions of the Central Extended Amygdala to Fear and Anxiety. *The Journal of neuroscience : the official journal of the Society for Neuroscience*, *36*(31), 8050–8063. https://doi.org/10.1523/JNEUROSCI.0982-16.2016

The brain disease model of addiction. Hazelden Betty Ford. (n.d.). https://www.hazeldenbettyford.org/research-studies/addiction-research/brain-disease-model

Vargas-Ramos, J. C., Lerma, C., Guzmán-Saldaña, R. M. E., Lerma, A., Bosques-Brugada, L. E., & González-Fragoso, C. M. (2021). Academic Performance during the COVID-19 Pandemic and Its Relationship with Demographic Factors and Alcohol Consumption in College Students. *International Journal of Environmental Research and Public Health*, *19*(1). https://doi-org.libezp2.utar.edu.my/10.3390/ijerph19010365

APPENDIX A: QUESTIONNAIRE

Effect of Social Media Addiction Toward Academic Performance Among University Students

Good morning participants, my name is Chai Wing Kit and I am a year 3 semester 1 student who is researching on the effect of social media addiction toward academic performance among university students. This is because since social media have become one of our important aspect of life as it allows people to create, share content and also exchange information with different people. However, excessive use of social media will lead to different negative symptoms that are similar to other addiction. And in this research we will researching the effect of social media addiction toward academic performance among university student.

There are four sections for this research which are Demographic, Social Media Addiction Evaluation, Academic Performance Evaluation, Evaluation of Social Media Addiction Toward Academic Performance. With these section it will allow us to see the relationship between social media addiction and academic performance among university students.

Demographic

1. **Status**

   Foundation Student

   Degree Student

2. **Faculty**

   M. Kandiah Faculty of Medicine and Health Sciences (MKFMHS)

   Lee Kong Chian Faculty of Engineering and Science (LKCFES)

Faculty of Accountancy and Management (FAM)

Faculty of Creative Industries (FCI) Central for Foundation Studies (CFS)

Social Media Addiction Evaluation

3. **How many hours do you use social media a day?**

    1 to 3 hours

    3 to 5 hours

    5 to 7 hours

    7 to 9 hours

4. **What social media platform do you consistently use?**

    Facebook

    Instagram

    Twitter

    Other:

5. **What are you seeking when using social media?**

    Information

    Entertainment

    Social interaction (Interacting with people in the social media)

    Escapism (Running away from real world problem)

6. **What happened if you were unable to use social media?**

    Emotional (Anxious, Nervous, Angry, or other negative emotions)

Unable to perform real life task

Consistently thinking about using social media

All of the above

7. Do you experience this before?

Spend too much time on thinking about or using social media

Urges to use social media is higher and higher

Tried to reduce use of social media but failed

Using social media until personal life were impacted negatively

Academic Performance Evaluation

8. Do you care about your academic performance?

Yes

Yes, but for main subjects only

No

9. Do you study last minute?

All the time

Most of the time

Occasionally

Very seldom

Not at all

10. What is your latest CGPA? *

_____

11. How do you usually study for exam? *

Copying lecture slides repeatedly

Reading lecture slides repeatedly

Research related information online

Other:

12. How long do you study in a week?

Between 3 to 5 hours

Between 5 to 7 hours

Between 7 to 9 hours

Between 9 to 11 hours

Other:

13. How much time do you spend on doing assignment in a week?

Between 1 to 3 hours

Between 3 to 5 hours

Between 5 to 7 hours

Between 7 to 9 hours

I do it last minute

Evaluation of Social Media Addiction Toward Academic Performance

14. Have you ever been distracted by social media when studying?

Yes

No

15. Do you ever have the urge to check your social media all the time while studying?

Extremely strong

Quite strong

Moderately strong

Quite weak

Extremely weak

16. Have you ever scroll through social media mindlessly while studying?

Yes

No

17. Do you think your pattern of using social media have decreased your time to study?

Yes

No

18. Do you think your academic performance deteriorate due to your usage of social media?

Yes

No

19. Do you think that social media demotivate you to study?

Yes

No

20. Do you think that your academic performance will be better if social media is not available?

Yes

No