

# A Study on the Effects of Social Media Use on Academic Performance and Employability Prospects of Adolescent Learners with reference to Pen and Panvel Region

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## Abstract

The establishment of social media among adolescents has significantly altered the landscape of education and career preparation. This study investigates the dual impact of social media use on academic performance and employability prospects among adolescent learners in the Pen and Panvel regions of Maharashtra. Through a Research approach involving surveys, interviews, and academic performance analysis, the study identifies patterns of social media engagement and their correlation with students' scholastic achievements and career readiness. The findings reveal a complex relationship where responsible usage enhances access to learning resources and professional networking, while excessive or unregulated use leads to distraction, procrastination, and a Unfavourable online presence . The paper concludes with recommendations for students, educators, and parents to foster balanced social media use that promotes academic success and employability in a digitally driven world.

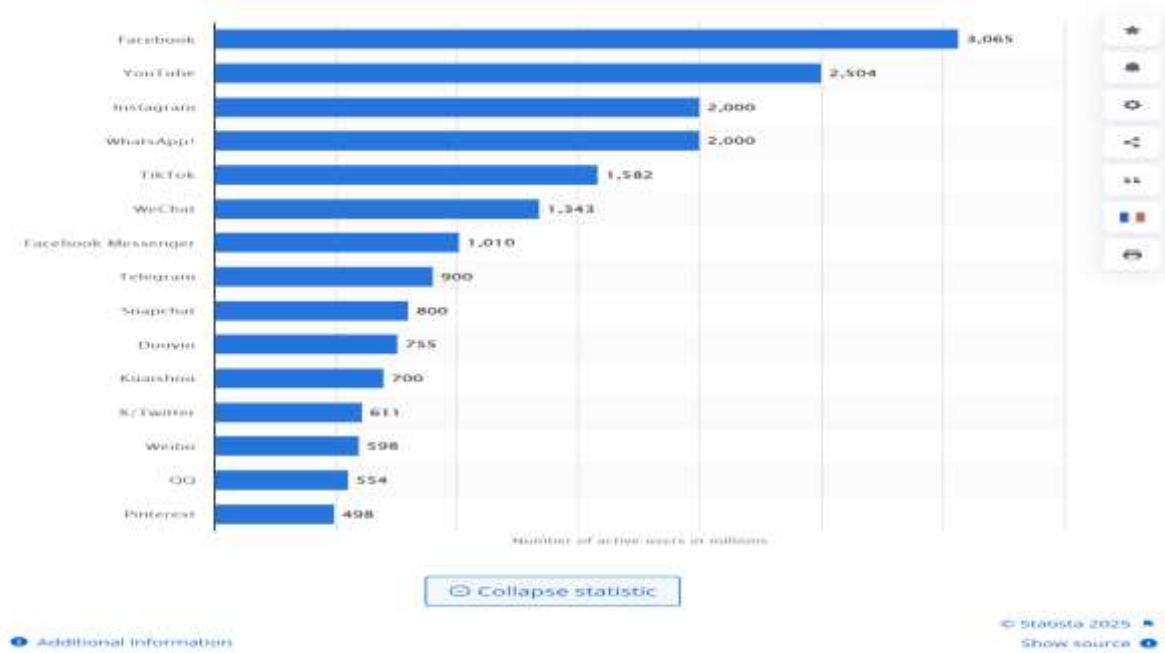
## Introduction

The whole world is experiencing this technological development in various ways to simplify and enjoy their life which has brought a big change in our society and everyday life of the people. These advancements have affected every aspect of our life either consciously or unconsciously. It all started with the emergence industrial revolution. During that period machines were introduced for various types of work. After industrial revolution technology got better and more advanced that brought many changes which affected people both in positive and negative way. Those changes took place in our society which transformed every human aspect. Society refers to the web of social relationships and their interaction pattern. These relationships and interaction pattern is influenced by many advancements taking place in the society. There is a vast difference between primitive society and today's society and this difference takes place due to various processes of social change such as industrialization etc. Computer, internet and social media are the result of these processes and in today's world social media has become a part of our everyday life. Every single person in this world is using social media in one or the other way. Therefore, it is natural that social media has an impact on peoples' everyday lives specially the youth. Social media has changed peoples' eating and drinking habits, fashion and lifestyle, thinking and behaviour, interaction pattern and relationship values, knowledge and information level etc.

"Adolescent" refers to a person in the transitional stage of development between childhood and adulthood, typically between the ages of 10 and 19, according to the World Health Organization (WHO). This period is marked by significant physical, emotional, and cognitive changes as individuals go through puberty and gradually assume more adult responsibilities.

Social media also provide services such as online shopping which includes buying and selling of products on websites such as Flipkart, Amazon etc. You can sell your product online on websites such as OLX. On social media one can book hotels, movie tickets, trains, flights, tour packages, cabs, bus and much more. One can order items and services online through social media applications. UPI applications are very useful today. The use of social media can also be seen in the field of banking transactions. Today many banks provide online banking facility which includes various features to make banking easy and quick.

Most popular Social Media Networks



(<https://www.searchlogistics.com/learn/statistics/social-media-addiction-statistics/>)

## Impacts of Social Media

### Positive Impacts of Social Media on Adolescents

**Improved Communication Skills** it Helps teens stay connected with friends and family even across distances. Encourages self-expression and creativity through posts, stories, reels, and other content formats. Enhances digital literacy and online interaction skills, which are important in today's world. **Learning and Awareness-** Provides access to educational content, tutorials, career tips, and motivational content. Helps in staying updated with current events, social movements, and global cultures. Platforms like YouTube, LinkedIn, and Instagram Reels are becoming informal learning spaces. **Support Networks-** Online communities offer emotional support, especially for teens facing mental health challenges. Safe spaces for LGBTQ+ youth, individuals with disabilities, or those dealing with social anxiety. Encourages peer support, reducing feelings of isolation and loneliness.

### Negative Impacts of Social Media on Adolescents

**Mental Health Issues** Linked to increased levels of anxiety, depression, and loneliness due to overuse. **Fear of Missing Out (FOMO)** and constant comparison with others can damage self-esteem. **Cyberbullying** Anonymity on social media can encourage harassment, bullying, and trolling. Victims often experience emotional trauma, social withdrawal, and drop in academic performance. **Addiction and Sleep Disorders.** Excessive screen time, especially at night, can disrupt sleep patterns. Can lead to physical inactivity, fatigue, and poor concentration. **Poor Academic Performance** Constant notifications and social media distractions reduce focus on studies. **Multitasking** between schoolwork and social apps lowers productivity and retention. **Body Image Issues** Exposure to filtered and idealized images leads to unrealistic beauty standards. Teens may develop body dissatisfaction, eating disorders, or low self-worth.

Social media has become a dominant part of daily life for millions of people. While it offers valuable communication, entertainment, and learning opportunities, it also consumes a significant amount of time, often without users being fully aware of the extent. This report provides a brief overview of how much time people typically spend on social media and the implications of this usage.

### Average Time Spent:

According to recent studies, the average person spends approximately 2 to 3 hours daily on social media platforms such as Instagram, Facebook, TikTok, Snapchat, and Twitter (now X). This amounts to roughly 14 to 21 hours a week, or nearly 60 to 90 hours a month.

Age Group Insights: Teens (13–19 years): 3–4 hours/day

Young Adults (20–29 years): 2.5–3 hours/day

Adults (30–49 years): 1.5–2 hours/day

Older Adults (50+ years): 1–1.5 hours/day

**Platform Usage:** Instagram, TikTok, and YouTube are the most time-consuming, especially among younger users. Facebook usage has declined among teens but remains high among adults. **Impact on Daily Life:** **Productivity Loss:** Excessive scrolling can reduce focus and efficiency. **Mental Health:** Overuse may lead to stress, anxiety, and decreased self-esteem. **Sleep Disruption:** Late-night social media use affects sleep quality. **Opportunity Cost:** Time spent on social media could be used for learning, hobbies, or real-life interactions.

The purposes of using social media

**Socializing (Family, Friends, etc.):** One of the primary reasons people use social media is to connect and communicate with others. Platforms like Facebook, WhatsApp, Instagram, and Snapchat help users stay in touch with family and friends, especially across long distances. Social media also enables networking, finding old friends, and maintaining relationships in a fast-paced world. **Entertainment (Videos, Memes, Music, etc.)** The Social media provides endless entertainment through short videos, memes, reels, live streams, and music content. Platforms like TikTok, YouTube, and Instagram are widely used for this purpose. It offers a quick escape from daily stress and is a major source of leisure and relaxation for most users.

Many users, especially students and professionals, turn to social media for learning and skill development. YouTube tutorials, educational pages on Instagram, LinkedIn Learning, and Facebook study groups are examples. Social media also helps users stay updated on current affairs, trends, and subject-specific knowledge. Users often use social media to express their thoughts, opinions, and personal experiences. Whether it's through posting photos, writing status updates, tweeting, or creating content, social media serves as a platform for self-expression and influencing others. It also allows users to share life updates, achievements, and opinions on social or global issues.

Social media platforms have become major sources of information for people around the world. News, updates, expert opinions, and educational content are widely shared through platforms like Twitter (X), Facebook, Instagram, and YouTube. However, the authenticity of this information is a topic of ongoing debate.

Social Media as a Source of Trend Updates in Products, Employment, and Technology

Social media has evolved beyond a platform for personal interaction. Today, it is a powerful tool for staying informed about the latest trends in products, job markets, and technological developments. Businesses, recruiters, and tech experts actively use platforms to share updates in real-time. Social media platforms like Instagram, Facebook, and TikTok help users discover trending products—ranging from fashion and gadgets to beauty and home essentials. Brands launch new products and engage directly with consumers through ads, influencer marketing, and viral content. Customer reviews and unboxings also guide buying decisions.

LinkedIn, Twitter (X), and even Instagram are widely used to share job openings, skill requirements, career tips, and hiring trends. Employers and HR professionals use social media to post vacancies and connect with potential candidates. Trending job roles, remote work opportunities, and skill-based hiring are common topics. Tech experts, companies, and influencers regularly share updates about the latest innovations, software releases, digital tools, AI developments, and gadgets. YouTube and Twitter are especially popular for quick tech news and tutorials. Following the right pages or hashtags helps users stay ahead in fast-changing tech fields.

Impact of Social Media on Youth Behaviour

Social media has become a powerful force shaping the lives and behaviours of youth around the world. Platforms such as Instagram, Snapchat, TikTok, Facebook, and YouTube are not just tools for communication, but also spaces for self-expression, entertainment, learning, and social comparison. As adolescents and young adults spend increasing amounts

of time online, their behaviors, attitudes, and social interactions are significantly influenced—both positively and negatively.

**Positive Impacts: Improved Communication & Social Connections:**

Social media enables youth to maintain relationships, form new friendships, and engage with communities sharing similar interests or identities. It builds social skills in virtual spaces and provides a sense of belonging. The Platforms like YouTube, LinkedIn, and Instagram are rich sources of educational content. Youth can follow experts, learn new skills, explore career paths, and stay updated on academic or professional trends. Many young users express themselves through videos, photos, blogs, or artwork. Social media encourages creativity, builds confidence, and helps youth explore their identity. Social media has become a platform for youth-led movements and activism. It allows young people to raise awareness about social issues, participate in debates, and influence change. Overuse of social media can lead to anxiety, depression, loneliness, and low self-esteem especially when youth engage in social comparison or experience online bullying. The Excessive screen time may lead to addiction, reduced productivity, disturbed sleep, and neglect of real-life responsibilities like studies and physical activity. Many young users face trolling, harassment, or bullying online, which can severely impact their emotional well-being. The Curated content often sets unrealistic standards of beauty, lifestyle, or success. Youth may feel pressured to match these expectations, leading to stress and identity confusion. Many young users unknowingly share personal information online, making them vulnerable to privacy breaches, scams, or exploitation.

## **Literature Review**

Abbas et al. (2019) conducted a research on “The impact of social media on learning behavior for sustainable education: evidence of students from selected universities in Pakistan”. In this study cluster sampling method is used and respondents were taken from five selected regions. The data was collected through questionnaire. For this 1013 questionnaires were distributed among the sample taken from university students with age of 16 to 35. After the careful analysis of data it was found that social media in Pakistan has more negative impact on student’s behaviour as compared to its positive impact. The negative impact of social media in students included lack of critical thinking, waste of time, disrupted writing skills, breakups, cyber bullying, laziness, depression, anxiety, problematic communication, health hazards etc.

Alzahrani and Bach (2014) conducted a study on “The impact of social media on personality development of adolescents”. The objective of this research is to study the impact of social media on development of personality of adolescents and identification of the factors of social media that affect the personality development. This research was qualitative research and the data was collected through various journals and articles related to this topic. After data interpretation it was observed that social media access in adolescents is very high and besides socializing they were using social media for entertainment, communication and other purposes.

Balaji, N (2020) The study on Social media and psychological impact a study of youth in Karnataka, The study provides insights into how social media affects youth behavior and mental health, providing recommendations for mitigating negative impacts and enhancing the positive aspects of social media engagement. The study does not relate to the impact of social media on academic performance of youth

Chauhan R (2021) Conducted study on Impact of Social Media on Everyday Life of the Youth he found out Study explores positive and negative effects of social media on the daily lives of young people shedding light on how it shapes modern youth culture. Its limited to Effect of Self awareness and Emotional Intelligence and does not consider the impact on academic performance of youth.

Raja N (2022) The study on Impact of electronic media on the behavior of Adolescents a study of spiritual media on Emotional intelligence. The study provides insights into how this form of media can contribute positively to their personal growth and emotional well-being. This study limits itself to the growth of adolescent youth with respect to emotional wellbeing and personal growth but does not delve into impact of social media on academic performance of youth.

Rohendi & Pushpita (2018) has conducted a research on “The impact of internet use on students. This research had taken place in vocational high school in the city of Pekanbaru. In this study 120 students were included. After the interpretation

of the collected data, it was found that the respondents use internet in a regular way and are also familiar with it in various aspects. 68.33 percent of the total respondents used internet for social media and 54.17 percent of the respondents used it for online gaming. It was also found that 46.67 percent of the respondents used internet for Youtube and 34.17 percent of the respondents used internet to learn and seek information.

Mensah and Nizam (2016) conducted a research on “The impact of social media on students’ academic performance- a case of Malaysia tertiary institution”. In this study the data was collected through questionnaire which was developed on the basis of past literatures. This research was descriptive and exploratory in nature. The sample of 102 students was selected using convenient sampling method from Erican College. Interpretation of data was done and it was found that social media platforms have a significant impact on the academic performance of the students in tertiary institution of Malaysia. The study revealed that time appropriateness and health addiction has a significant influence on the academic performance of the students. The students who are preoccupied with social media platforms or social networking results in skipping the meals which has a negative impact on their health. It was also found that privacy or security problems and time duration have no or minimal impact of student’s academic performance.

**Research Gap:-** A detailed analysis of the literature review described in the previous sections reveals that only a few studies have been carried out on the effect of on impact of social Media on Adolescent students Most studies are either theoretical in nature or case studies. There is no research evidence investigating the on the Effects of Social Media Use on Academic Performance and Employability Prospects of Adolescent Learners with reference to Pen and Panvel Region.

### Research Methodology

**Research problem:-** Social media is a part of our everyday life. It cannot imagine a single day or even few hours without it. The use of social media in today’s world has revolutionized our society in many ways and its application has reached in almost all aspects of our lives.

**Research Design:-** The study adopts a descriptive and exploratory research design to investigate the transformative impact of social media on the behavioral aspects of adolescent students. The objective is to understand patterns, trends, and shifts in behavior influenced by social media usage among adolescents in the Pen and Panvel regions.

### Interdisciplinary relevance:-

**Psychology:-** This study would help in welfare of adolescent students to identify the distress issue and creating awareness for it.

**Management:-** The project analyze the demographic nature of adolescent student and helps development strategies for enhancement skills of adolescent students

**Sociology:** The study analyze the impact of social media on the construction and degradation of social behaviour of adolescent students.

**Marketing:** This research work can be used as reference to study the consumer psychology for business organizations for strategizing and targeting adolescent students' consumer market.

**Significance of the study:-** The study aims to identify the relation between social media awareness and employability of adolescent students. The study identifies the impact of Social media on adolescent students to make a significant contribution on online platforms that connects a group of community that interact and exchange knowledge.

### Objectives:

1. To study the socio-economic profile of the Adolescent students
2. To study the Impact of Social Media on Academic Achievement and Employability of Adolescent Students.

### Hypothesis/Rationale:

H<sub>01</sub>:- Social media is not significantly impact on academic achievement of Adolescent Student.



H<sub>11</sub>:- Social media is significantly impact on academic achievement and Employability of Adolescent Student.

**Sampling Method:-** The study uses a stratified random sampling technique, ensuring representation across various schools, socio-economic backgrounds, and age groups.

**Sample Size:-** A sample of 389 adolescent students (aged 13–19 years) from different schools and junior colleges in Pen and Panvel will be selected for the study.

**Variable:-** Independent Variable and Dependent Variable Frequency of Social Media Use Behavioral aspects of Adolescent (Self-Esteem, Social Behavior, Emotional Well-Being, Academic Performance: Social Anxiety and Peer Pressure)

### **Data Collection**

**Primary Data:-** The primary data will based on a sample survey of Adolescent students in the Pen and Panvel Regions. Questionnaire Format: Likert-scale questions (e.g., 1-5 scale for agreement with statements). Multiple-choice and open-ended questions. Pre-tested for reliability and validity. Distribution: The questionnaire will be administered in schools and colleges, or distributed online through a secure platform, ensuring consent and confidentiality.

**Secondary Data:-** The secondary data will be based on the review of the literature from the following sources: Research papers on social media impact on Youth, Textbooks, Online journals, Thesis and Research Paper accessed through the ProQuest, Google Scholar, Academia, Shodhganga etc. Information collected from INFLIBNET.

**Tools for Data Analysis, Statistical Techniques :-** Descriptive Statistics: Mean, percentage, frequency, and standard deviation.

**Inferential Statistics:** Chi-square test, correlation analysis, and regression analysis to test hypotheses. **Software Tools:** MS Excel, SPSS (Statistical Package for the Social Sciences).

**The Target Population:-** The target population for this study includes adolescent students aged 13 to 19 years in the Raigad and Navi Mumbai regions. This includes students from secondary schools, higher secondary schools, and junior colleges.

**Sampling Method:-** Stratified Random Sampling: Adolescents will be selected from different schools/colleges in Raigad and Navi Mumbai, ensuring representation across:

### **Data Analysis**

#### **Objective**

To study the impact of social media on academic achievement and employability of adolescent students.

H<sub>02</sub>: Social media has no significant impact on academic achievement and employability of adolescent students.

H<sub>12</sub>: Social media has significant impact on academic achievement and employability of adolescent students.

In order to analyse the hypothesis the time spent by adolescent students on social media is correlated with the statement regarding student's opinion about Social media giving up- to-date information on the recent trend in product, employment and technology.

Table: Frequency of agreement to the statement regarding Social media giving up- to-date

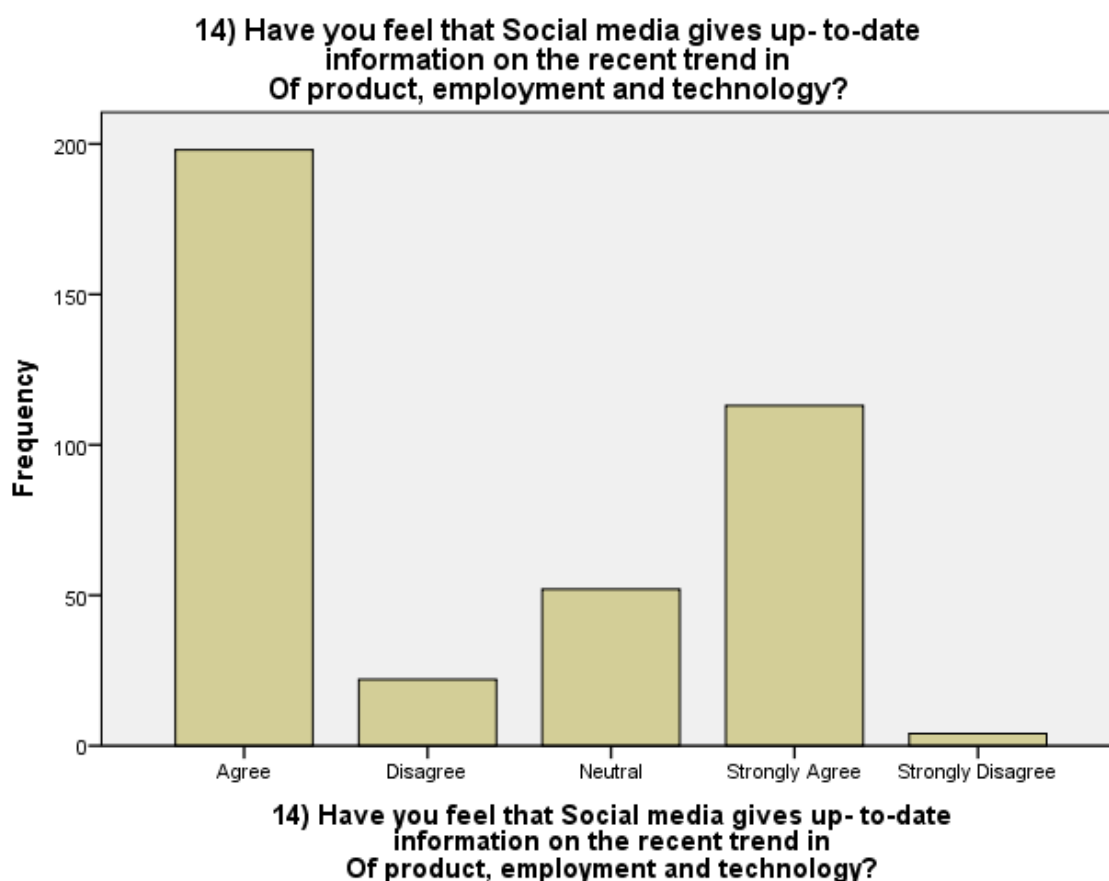
information on the recent trend of product, employment and technology

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	198	50.9	50.9	50.9
	Disagree	22	5.7	5.7	56.6
	Neutral	52	13.4	13.4	69.9
	Strongly Agree	113	29.0	29.0	99.0
	Strongly Disagree	4	1.0	1.0	100.0
	Total	389	100.0	100.0	

Source: Researchers own analysis

Interpretation: As it is evident that 311(198+113) respondents out of total 289 respondents gave positive reply for the statement. It makes the agreement as 80%

Figure: Graphical



Source: Researchers own analysis

Table : cross tabulation of impact of social media on social media on student achievement and employability of adolescent students.

Table: Cross tab of impact of social media on students achievement and employability

		14) Have you feel that Social media gives up- to-date information on the recent trend in Of product, employment and technology?					Total
		Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	
10) How much time you are spending on Social Media?	2 to 4 hours	76	14	10	52	2	154
	2-4 hours	12	4	8	14	0	38
	4 to 6 hours	6	0	0	4	0	10
	4 to 6 Hours	24	0	6	20	2	52
	less than 2 hours	36	0	22	5	0	63
	more than 6 Hours	44	4	6	18	0	72
Total		198	22	52	113	4	389

Source: Researchers own analysis

Table: Case Processing Summary of impact of social media on social media on student achievement and employability of adolescent students.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
10) How much time you are spending on Social Media? * 14) Have you feel that Social media gives up- to-date information on the recent trend in Of product, employment and technology?	389	100.0%	0	0.0%	389	100.0%

Source: Researchers own analysis

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	51.751 <sup>a</sup>	20	.000
Likelihood Ratio	49.524	20	.000
N of Valid Cases	389		

Source: Researchers own analysis

Interpretation: The value of chi-square is less than 0.05, So the null hypothesis is rejected. It proves that there is an impact of social media on student achievement and employability of adolescent students.

### FINDING

The study found out a large percentage of adolescent learners in the Pen and Panvel region actively use platforms like Instagram, WhatsApp, YouTube, and Snapchat for more than 3–4 hours daily. The Majority of the students admitted to using social media during study time or classes, leading to distraction and poor time management. The study found out some students enhanced digital communication, networking, content creation, and research skills through social media platforms but Overuse reduced real-life communication confidence and attention span—skills critical for job interviews and internships. The study suggest students with parental monitoring or schools with strict digital policies showed better time management and academic consistency. However, resistance to such controls was also reported due to lack of digital



freedom. The students should guide appropriately, to utilize social media to join career groups, attend webinars, participate in online skill development courses, and build portfolios.

## **CONCLUSION**

The study reveals that social media plays a dual role in the academic and career development of adolescent learners in the Pen and Panvel region. While it offers valuable opportunities for enhancing digital literacy, communication skills, and access to educational content, its excessive and unregulated use has led to significant distractions, reduced academic performance, and adverse effects on mental health.

Therefore, it is essential to promote balanced and mindful social media usage through awareness programs, digital literacy campaigns, parental involvement, and school-level interventions. By harnessing the positive aspects of social media and minimizing its risks, students can enhance both their academic outcomes and employability prospects.

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