

Impact of Social Media Addiction Among the College Students Conducted in Mysore.

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ABSTRACT

This study investigates the impact of social media addiction among college students in Mysore, exploring how popular platforms like Instagram, WhatsApp, Facebook, YouTube, and Twitter influence their academic performance, mental health, and personal lives. Utilizing a descriptive research design, primary data was gathered via a structured questionnaire from a sample of 100 college students using a convenience sampling technique. The demographic data reveals a predominance of female respondents (63.64%) and individuals within the 20–25 age group (85.45%). One-sample Chi-square tests were employed to analyse student behaviour's, attitudes, and the subsequent psychological impacts associated with daily digital media consumption.

The findings indicate that while social media serves as a vital tool for communication, entertainment, and education, its excessive and uncontrolled usage triggers clear signs of dependency. A substantial portion of respondents (45.45%) reported an immediate urge to check their profiles upon waking up, and 40% admitted to frequently losing track of time while online. The psychological and behavioural consequences include reduced concentration during lectures, heightened anxiety or insecurity linked to viewing others' online profiles, and mixed shifts in face-to-face communication. Interestingly, while 29.09% of students acknowledged a drop in their grades due to prioritizing screen time over studying, the largest segment (34.55%) did not perceive a severe academic decline, highlighting varied individual experiences with digital distraction.

Ultimately, the study concludes that balancing digital engagement with academic responsibilities is essential to prevent social media from degrading productivity and overall well-being. To mitigate these risks, the study suggests that students adopt strict time-management practices and that educational institutions implement digital wellness workshops and counseling support. Encouraging engagement in extracurricular activities, optimizing platforms for educational growth, and establishing cooperative parental guidance are recommended as vital steps to foster healthier, more balanced habits among the youth.

INTRODUCTION :

In today's life social media has become the major role and modern society in everyone's daily life, especially among the college students life like Instagram , Face book , What sup , YouTube , and Twitter and it also has been widely used for the communication , information search , information sharing , entertainment , and also in the education platforms but the rapid growth of the internet , social media and smart phone's has been increased the use of social media among the younger people.

One of the primary concern about the 'college students' interaction with social media is social media addiction and also a negative outcomes. And nowadays, the students are highly addicted to social media platforms and also they are in stressful time because the students have to manage and handle their exam , and also they have to plan for their future and career, and also the social media addiction among the students may impact on their mental health , education , and quality of life . And it may also leads the constant distraction , and increase the higher level of sleep disturbances anxiety and stress.

While the social media offers the benefits that are excessive and also uncontrolled because it may lead to the social media addiction. Social media addiction is more among the college students while using the networking platforms and it may also effect on the individual's academic performance, mental well – being, daily activities and the students who spend more time on social media has been experienced the reduce of concentration, stress, anxiety, lonely feel and also decrease their academic performance and also the academic result.

While this is the problem where it looks depending on where u live and also the Mysore has becoming the prominent educational hub which has been attract the more students from different course and background and also the research aims to evaluate and know about the impact of social media addiction among the college students in Mysore and they also identify how the social media impact and influence on their academic and also on their personal lives.

LITERATURE REVIEW :

Ning & Inan (2023) The study was examine and evaluated by the **Ning & Inan about the impact of social media addiction among the college student** about their academic performance because of identifying the highly usage of social media cause negative effect on mental health, self – control, concentration, and academic performance. **Salari et al.(2025)** The **Salari et alphas** been observed meta has been done the analysis and investigated the information about the students relationship between the social media addiction and academic performance among the college students this study has been conducted that the social media addiction has been negatively impact on students academic performance. **Zerrouk et al.(2026)** The Zerrouk et al has been conducted the research on social media addiction and is also identify the problem on how the social media used and how it effects on the students like distraction and lower academic performance. **Alshuwaiyer et al. (2025)** This systematic review analyzed the effects of screen time and social media usage on college students. The study found that excessive social media use often leads to distraction, reduced academic engagement, and poorer academic. **Giunchiglia et al. (2020)** The study has been evaluated about the social media usage and also about their academic performance among the various students with different background and also the Results has been showed that more social media usage has been negatively correlated with students' performance and it may affect on the time management. **May & Elder (2018)** The researchers as been reviewed the literature on social media and also about the multitasking and academic performance. Of the students and the h study has been concluded that frequent multitasking with social media during study hours and it may negatively effects on students' learning process, attention and also on their mental well – being **Lukose & Agbeyangi (2025)** This study has been examined social media use among the college students has been found that highly use of social media acted as a lack of concentration from academic performances, affect in lower assignment and reduced academic performance. **Chen & Xiao (2022)** The study explored the effects of social media addiction among the students' emotional development. And also, the Findings indicated that excessive social media use can contribute to emotional instability, stress, and reduced psychological well-being among students. **Braghieri, Levy & MaKarin (2022)** The researchers examined the relationship between social media and mental health among college students. The study found that increased social media usage was associated with poorer mental health outcomes, including anxiety and depression **Sapsani & Tselios (2017)** The study investigated Face book usage and academic performance among students. The findings highlighted that excessive social networking activities can influence student engagement, study habits, and academic outcomes.

STATEMENT OF THE PROBLEM:

The main problem here is the social media has become the important and major role in every one's daily activity of the students. The social media platform such as Instagram, what sup, face book, twitter are highly used in different way like communication, information sharing, education, entertainment however the more use of this social media platform has been have the more growing issue of social media addiction in the students and it also impact on the students growth life, concentration on studies, academic achievement, stress, anxiety, mental health, also reduce the lack of reduce the face – to – face interaction that who are spending more time on social media (24/7) in their studies and also reduce the sleeping time and there will be a lack of awareness related to overall well – being. Therefore it is necessary to evaluate and do the analysis on impact of social media addiction among the college students to understand that how it is impact on their social academic and psychological lives.

NEED FOR THE STUDY:

We need to study this because nowadays the social media has been become the most important part in the student's life and the social media has become highly usage by the college students has been increased more due to the easy availability of internet and smart phones. And also, the excessive usage of social media by the students may negatively impact on their concentration on studies, academic performance and time management. And it also negatively impacts on the student's mental health, stress, anxiety, psychological issues. And also, this study has been helped to understand how the social media addiction affects and influence on students' social relationship and communication, mental health, time management, academic performance.

OBJECTIVES OF THE STUDY:

- It also evaluates and does the analysis on the impact of social media addiction among the college students on their academic performance, mental health.
- It also helps to access the level of social media addiction and also study about the social media addiction among the student's which effect on their personal life.
- Also identify the relationship between social media and the overall well – being of the college students
- It helps to identify in which specific social media platforms (ex: Instagram, face book, whatsapp, twitter) the students has been highly addicted.

HYPOTHESIS:

Null Hypothesis (H_0) : There is no significant impact of social media addiction on college students in Mysore.

Alternative Hypothesis (H_1) : There is a significant impact of social media addiction on college students in Mysore.

RESEARCH METHODOLOGY:

Research methodology refers to the systematic procedure adopted to collect, analyze, and interpret data for achieving the objectives of a study. The present study focuses on examining the impact of social media addiction among college students in Mysore. This chapter describes the research design, data sources, sampling technique, sample size, data collection methods, and statistical tools used for analysis.

Research Design: The study adopts a descriptive research design to understand the extent of social media addiction and its impact on the academic performance, social interactions, and well-being of college students.

Research Approach: The required information was collected through:

Structured questionnaire

SOURCES OF DATA:

- **Primary Data :** Primary data is collected directly from college students through a structured questionnaire based on a five-point Likert Scale.
- **Secondary Data :** Secondary data is collected from research journals, books, articles, dissertations, conference papers, websites, and other published sources related to social media addiction and student behavior.
- **Sampling Technique :** The study uses Convenience Sampling Technique for selecting respondents due to ease of accessibility and availability of students.
- **Sample Size:** A total of 100 college students from selected colleges in Mysore are considered for the study. The sample size may be increased depending on the scope and availability of respondents.

LIMITATIONS OF THE STUDY:

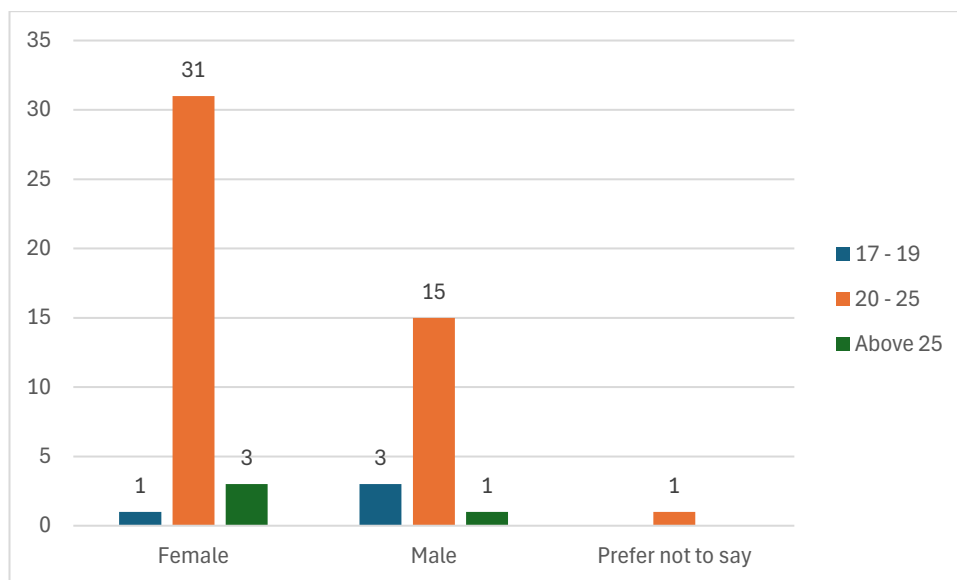
- The study is limited to college students in Mysore, so the findings may not be applicable to students in other cities or regions.

- The study is based on a limited sample size, which may not represent the views of all college students.
- The research relies on primary data collected through a structured questionnaire, and the accuracy of the results depends on the honesty and understanding of the respondents.
- The study is conducted within a limited time period, which may restrict the collection of more comprehensive data

DATA ANALYSIS AND INTERPRETATION:

DEMOGRAPHIC DATA

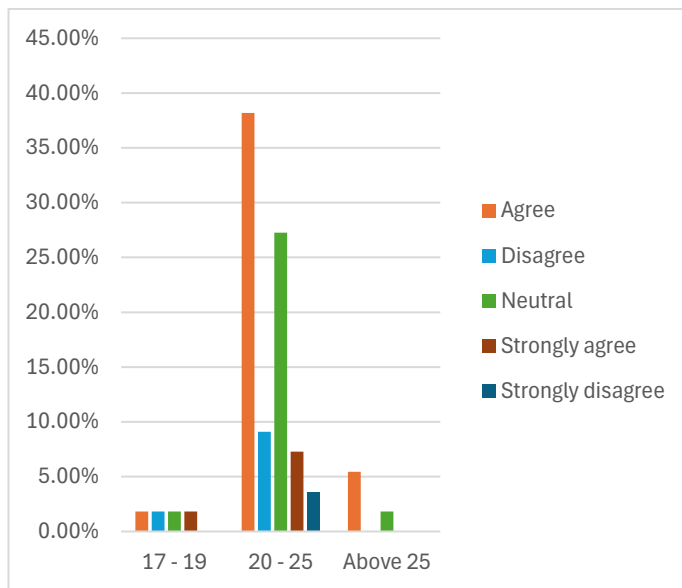
Gender and Age distribution flow				
1. Gender	17 - 19	20 - 25	Above 25	Grand Total
Female	1.82%	56.36%	5.45%	63.64%
Male	5.45%	27.27%	1.82%	34.55%
Prefer not to say	0.00%	1.82%	0.00%	1.82%
Grand Total	7.27%	85.45%	7.27%	100.00%



Interpretation: The majority of respondents were female (63.64%) and belonged to the 20–25 years age group (85.45%), indicating that young female college students formed the largest share of the sample.

Analysis: This distribution shows that the study findings are primarily based on the opinions and experiences of 20–25-year-old college students, with female respondents being more represented than males.

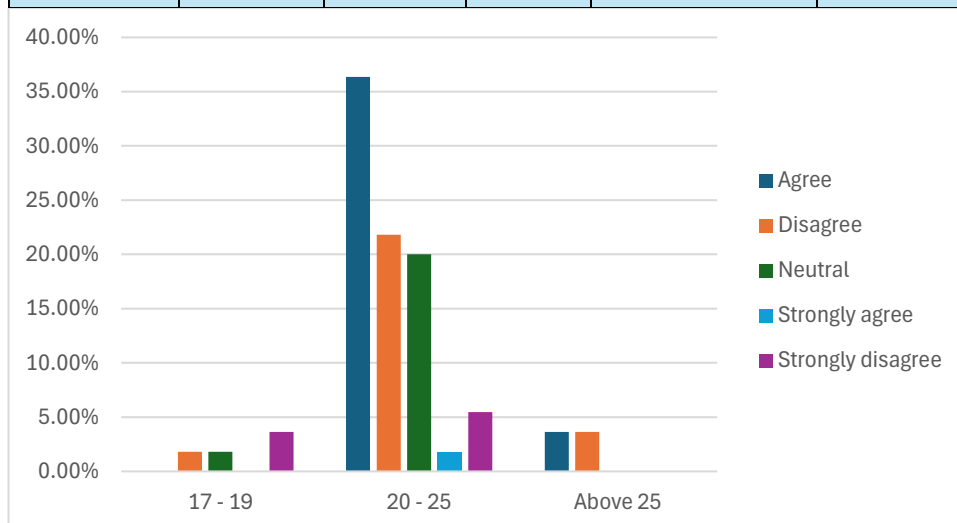
6. I feel an urge or strong desire to check my social media accounts (Instagram , WhatsApp) the moment I wake up .						
2. Age	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
17 – 19	1.82%	1.82%	1.82%	1.82%	0.00%	7.27%
20 – 25	38.18%	9.09%	27.27%	7.27%	3.64%	85.45%
Above 25	5.45%	0.00%	1.82%	0.00%	0.00%	7.27%
Grand Total	45.45%	10.91%	30.91%	9.09%	3.64%	100.00%



Interpretation: The majority of respondents (45.45%) agreed that they feel a strong urge to check social media immediately after waking up, with the highest responses from the 20–25 years age group.

Analysis: This indicates that young adults are more likely to develop the habit of checking social media first thing in the morning, reflecting a higher level of social media dependence.

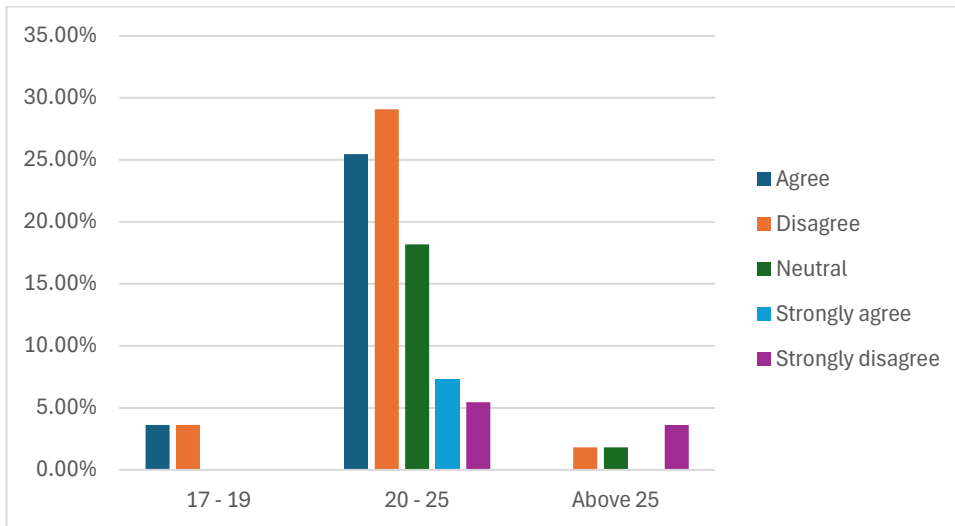
7. I find myself spending more time on social media than I originally intended , often losing track of time .						
2. Age	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
17 – 19	0.00%	1.82%	1.82%	0.00%	3.64%	7.27%
20 – 25	36.36%	21.82%	20.00%	1.82%	5.45%	85.45%
Above 25	3.64%	3.64%	0.00%	0.00%	0.00%	7.27%
Grand Total	40.00%	27.27%	21.82%	1.82%	9.09%	100.00%



Interpretation: The highest proportion of respondents (40.00%) agreed that they spend more time on social media than intended, with the majority belonging to the 20–25 years age group.

Analysis: This indicates that young adults are more likely to lose track of time while using social media, suggesting a higher tendency toward social media addiction.

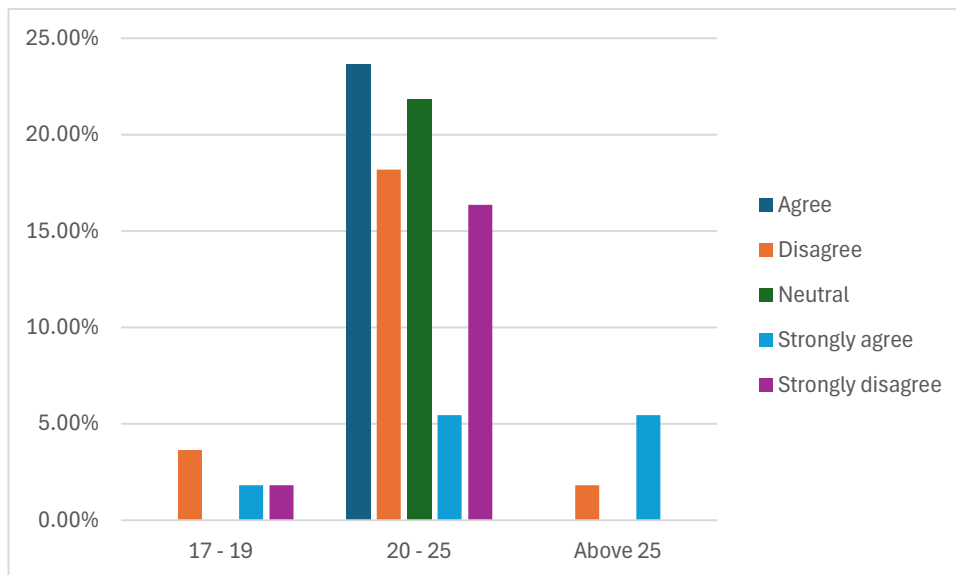
11. My academic performance has suffered because I prioritize social media over studying.						
2. Age	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
17 – 19	3.64%	3.64%	0.00%	0.00%	0.00%	7.27%
20 – 25	25.45%	29.09%	18.18%	7.27%	5.45%	85.45%
Above 25	0.00%	1.82%	1.82%	0.00%	3.64%	7.27%
Grand Total	29.09%	34.55%	20.00%	7.27%	9.09%	100.00%



Interpretation: The highest percentage of respondents (34.55%) disagreed that their academic performance has suffered due to prioritizing social media over studying, while 29.09% agreed, with most respondents belonging to the 20–25 years age group.

Analysis: This indicates that although some students believe social media affects their academic performance, the majority do not perceive it as having a significant negative impact on their studies.

15. My face - to - face interaction with family, friends or college peers have decreased due to my preference for online interaction.						
2. Age	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
17 – 19	0.00%	3.64%	0.00%	1.82%	1.82%	7.27%
20 – 25	23.64%	18.18%	21.82%	5.45%	16.36%	85.45%
Above 25	0.00%	1.82%	0.00%	5.45%	0.00%	7.27%
Grand Total	23.64%	23.64%	21.82%	12.73%	18.18%	100.00%



Interpretation: Equal proportions of respondents (23.64%) agreed and disagreed that their face-to-face interaction has decreased due to a preference for online interaction, with most responses coming from the 20–25 years age group.

Analysis: This suggests mixed opinions among students, indicating that while online interaction has reduced face-to-face communication for some, it has not significantly affected other.

SPSS TEST

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories of 1. Gender occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories of 2. Age occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
3	The categories of 3. Stream of study occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of 4. Type of college / institution occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
5	The categories of 5. Residential status in mysore occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
6	The categories of 6. I feel an urge or strong desire to check my social media accounts (instagram , whatsapp) the moment I wake up . Test occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
7	The categories of 7. I find myself spending more time on social media than I originally intended , often losing track of time . occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
8	The categories of 8. I feel anxious, restless, or irritable if I am unable to access my social media accounts for a few hours. occur with equal probabilities.	One-Sample Chi-Square Test	.680	Retain the null hypothesis.
9	The categories of 9. I have unsuccessfully tried to cut down or limit the amount of time I spend on social media. occur with equal probabilities.	One-Sample Chi-Square Test	.016	Reject the null hypothesis.
10	The categories of 10. I use social media as a primary way to escape from personal problems or to relieve a negative mood. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

N Par Tests

Descriptive Statistics								
	N	Mean	Std. Deviation	Minimum	Maximum	Percentiles		
						25th	50th (Median)	75th
13. I struggle to concentrate during college lectures or study hours because my mind is distracted by social media notifications.	55	2.98	1.194	1	5	2.00	3.00	4.00
14. Seeing other people's lives on social media makes me feel insecure, anxious, or isolated about my own life.	55	2.82	1.172	1	5	2.00	3.00	4.00
15. My face - to - face interaction with family, friends or college peers have decreased due to my preference for online interaction.	55	2.89	1.315	1	5	2.00	3.00	4.00

Chi-Square Test

Frequencies

13. I struggle to concentrate during college lectures or study hours because my mind is distracted by social media notifications.			
	Observed N	Expected N	Residual
1	8	11.0	-3.0
2	10	11.0	-1.0
3	17	11.0	6.0
4	15	11.0	4.0
5	5	11.0	-6.0
Total	55		

14. Seeing other people's lives on social media makes me feel insecure, anxious, or isolated about my own life.

	Observed N	Expected N	Residual
1	8	11.0	-3.0
2	15	11.0	4.0
3	15	11.0	4.0
4	13	11.0	2.0
5	4	11.0	-7.0
Total	55		

15. My face - to - face interaction with family, friends or college peers have decreased due to my preference for online interaction.

	Observed N	Expected N	Residual
1	10	11.0	-1.0
2	13	11.0	2.0
3	12	11.0	1.0
4	13	11.0	2.0
5	7	11.0	-4.0
Total	55		

Test Statistics

	13. I struggle to concentrate during college lectures or study hours because my mind is distracted by social media notifications.	14. Seeing other people's lives on social media makes me feel insecure, anxious, or isolated about my own life.	15. My face - to - face interaction with family, friends or college peers have decreased due to my preference for online interaction.
Chi-Square	8.909 ^a	8.545 ^a	2.364 ^a
Df	4	4	4
Asymp. Sig.	.063	.074	.669

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 11.0.

Findings:

- Most college students in Mysore use social media regularly for communication, entertainment, education, and information sharing.
- A large number of students spend several hours daily on social media platforms such as Instagram, WhatsApp, YouTube, and Facebook.
- Excessive use of social media has led to signs of social media addiction among many students.
- Social media addiction negatively affects students' concentration and study habits.
- Students with higher social media usage tend to experience lower academic performance and poor time management.

Conclusion:

The study concludes that while social media has become an integral part of college students' lives—offering various benefits for learning and connection—its excessive use poses serious risks. Uncontrolled habits can quickly spiral into addiction, which harms academic achievement, mental health, time management, and real-world social relationships. While social media remains a valuable educational resource when used wisely, overuse actively diminishes student productivity and overall well-being. Ultimately, students must practice responsible usage and maintain a healthy equilibrium between their online activities and their academic responsibilities. Promoting digital well-being and raising awareness are essential steps to help students achieve better academic outcomes and live more balanced lives.

Suggestion:

- Students should limit the time they spend on social media each day and follow a balanced daily routine.
- Colleges should organize awareness programs and workshops on the positive and negative effects of social media addiction.
- Students should prioritize their academic work and avoid using social media during study hours.
- Parents should monitor and guide their children's social media usage without being overly restrictive.
- Educational institutions should encourage students to participate in sports, cultural activities, and other extracurricular activities to reduce excessive screen time.
- Students should use social media mainly for educational purposes, skill development, and gaining useful knowledge.
- Counselling and mental health support should be provided to students who show signs of social media addiction.
- Students should practice good time management by setting fixed schedules for studying and using social media.

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