

IMPACT OF SOCIAL MEDIA USE ON ACADEMIC PERFORMANCE OF UNIVERSITY STUDENT IN KARACHI

By

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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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APPROVAL FOR EXAMINATION

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Abstract

Purpose-Aim of this study was to evaluate the impact of social media on academic performance of university students in Karachi. Many studies have been conducted over the impact of social media on university students, and found both negative and positive relation in their studies.

Methodology/sample- The study involved use of questionnaires filled by 350 respondents. Convenience sampling technique is used for data processing. Questionnaire instrument has being utilized to collect the data from the respondents. The data collected has being deeply analysed through the implication of various tests run on SPSS. To analyze the data, Regression, ANOVA, Chi-square and Correlation tests were applied.

Findings- The analysis and comparative results clearly suggested that this study plays a very progressive role that is directly connected with the use of social media network through internet improving the academic performance of university students

Practical Implications- The outcomes of the research might help the student to understand the impact of social media on their academic performance.

Keywords: social media usage, academic performance, university student, internet, technology.

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