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Social Media Impact on Level of Concentration of Secondary School Students

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Abstract: ***Social media are interactive, internet-based technologies that allow users to create, share, and distribute content within virtual communities and networks. Social media sites provide opportunities for individuals to connect with friends, family and like- minded individuals.. As digital platforms increasingly permeate adolescent life, concerns grow about their potential distraction and cognitive overload. Using a mixed-methods approach involving surveys and focus group discussions, the research explores the correlation between time spent on social media and academic focus.This research explores the relationship between social media usage and concentration levels among secondary school students.The main objective of this paper is to find out the impact of social media on level of concentration of secondary school students of Aligarh district. It was found that the impact of social media is more on female students, students of class^{7th} and 12th and between the age group of 14-15 years. Results indicate a significant negative impact on concentration.***

Keywords: Social Media, Concentration, Secondary School Students, Academic Performance, Cognitive Distraction, Digital Habits

I. INTRODUCTION

A. Secondary School

A secondary school is an institution that provides Secondary Education. Secondary education bridges the gap between primary and tertiary education. Students in secondary school, in particular, are at a vulnerable stage of cognitive development, and the distraction of constant notifications and the compulsive need to check updates may interfere with deep learning and focus.

B. Social Media Overview

In today's digital landscape, social media has become an integral part of individuals' lives, particularly among students. The globalized nature of communication and the post-pandemic surge in online learning have fueled a significant rise in social media adoption among students across various fields of study.

Social media refers to a range of interactive digital platforms that allow users to generate, share, and exchange content within virtual communities. By facilitating communication, networking, and information dissemination, these platforms bridge geographical divides, linking individuals and organizations globally. The rise of social media platforms like Instagram, Snap-chat, Tik-Tok, Facebook,Whatsapp, YouTubeetc.has fundamentally changed how adolescents communicate and consume information. Although these platforms provide connectivity and entertainment, their addictive nature raises questions about their impact on students' academic engagement and mental concentration.

This paper aims to investigate the relationship between social media use and secondary school students' concentration levels.

This study delves into the intricate interplay between social media usage and teenagers' concentration levels during classroom instruction. By examining the multifaceted factors at play, from the addictive nature of social media platforms to the cognitive demands of academic tasks, this research seeks to shed light on the nuanced dynamics shaping adolescents' attentional control in educational settings.

II. LITERATURE REVIEW

1) ShamimAkhtar.etal (2025) studied the impact of social media on students' Academic performance in higher Education. Data was collected through a questionnaire administered to a sample of 309 students by using a convenient sampling technique. The results revealed a range of findings, highlighting the significant negative consequences of excessive social media use on academic performance.

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The analysis indicated that social media usage adversely affected students' learning habits, CGPA, ability to express ideas, skills, language proficiency, study routines, assignments, academic interests, knowledge, research, and communication skills in higher education of AJK.

2) Shamim.Humaira,K(2024), studied the Effect of Social Media on Academic Achievement. A descriptive methodology was employed, using a sample of 60 students. The result indicates that these platforms assist students in dialogue and discussion, facilitate communication with peers, and aid in reviewing daily lessons.
3) Keleset.et.al (2020) provided a systematic review of the effect of social media on young and teenage students' depression, psychological distress, and anxiety. They found that depression acted as the most frequent affective variable measured. The most salient risk factors of psychological distress, anxiety, and depression based on the systematic review were activities such as repeated checking for messages, personal investment, the time spent on social media, and problematic or addictive use.
4) Talatu Ibrahim Umar and MurjaIdris (2020) studied the Influence of social media on psychosocial behavior and academic performance of secondary school students. The target population consists of four secondary schools purposively selected out of the seven public schools and 306 SSII students were randomly selected for the study. It was conducted in Batagarawa Local Government, Katsina State, Nigeria. The study found among others that, social media usage has negative influence on psychosocial behaviour and academic performance.
5) Bernard John Kolan (2018), "Effect of Social Media on Academic Performance of Students in Ghanaian Universities: A Case Study of University of Ghana, Legon." Different forms of education including distance education has been widely patronized and facilitated to some degree through these social media networks. Acquiring information both locally and internationally from friends, lectures or experts is no longer a struggle as compared to the olden days and the internet is the ultimate master behind this success. "Social media is a useful servant but a dangerous master" and can also be "described as a two edge sword" and as such, users especially students must be alert about its dangers and be prudent in its utilization.

A. *Statement of Problem*

Researcher has observed the problem of social media amongadolescents on Grass root level as Excessive reliance on social media for Communication which led to decreased face-to-face interaction and social skills development, impacting their ability to engage in classroom discussions and group activities. So the researcher has chosen the topic for research topic
"Social Media Impact on Level of Concentration of Secondary School Students"

B. *Objectives:*

1) To examine the frequency of social media use among students based on their gender.
2) To investigate the level of social media engagement among students across different classes.
3) To analyze the regular involvement of students on social media platforms based on their age.

C. *Hypothesis:*

1) There is a significant difference in social media usage between female and male students, with females using it more frequently.
2) Class 9 students are more likely to engage with social media than Class7, 10 and Class 12 students.
3) Younger students (14-15 years old) exhibit higher levels of active engagement on social media compared to older students.

III. METHODOLOGY

A. *Sample:*

A well specified and identifiable group is known as population or universe and selected number of persons and objects is known as sampling. Thus, the sampleis small representation of a population. A researcher actually wants to study the whole population which is not possible,so the sample is necessary.A sample of 50 students was selected from different schools of Aligarh District for the study.The purposive convenient sampling wasemployed by the researcher

B. *Tool Used:*

In order to find out the impact of social media on the students level of concentration, researcher develop a Questionnaire

C. *Statistical Techniques:*

In order to find out the significance of difference mean has been used.

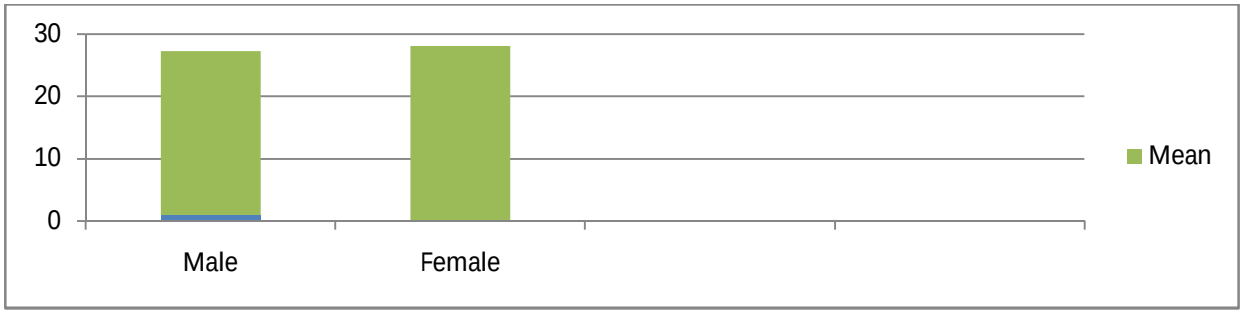
Data Analysis and Interpretation

Table 1

Showing the Impact of Social Media Gender wise

S.no	Gender	No. Students	Total	Mean
1	Male	22	579	26.3
2	female	28	787	28.1

Table 1shows that the calculated mean value of male is26.3 and female 28.1. it means the mean value of male is less than that of female students of secondary school. It shows that there is significant difference between male and female students. The impact of social media is more on female than male students. Therefore hypotheses 1 is accepted



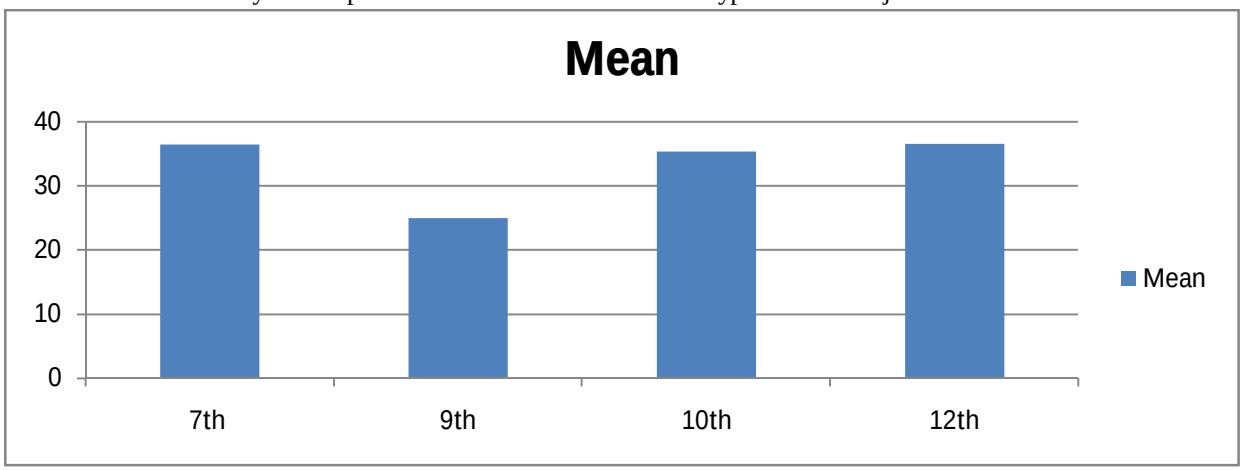
Graph1.0Showing the Impact of Social Media Gender wise

Table 2

Showing the Impact of Social Media Class Wise

S.no	Class	No. of students	Total	Mean
1	7^{th}	10	36.4	36.4
2	9^{th}	8	200	25
3	10^{th}	12	424	35.3
4	12^{th}	20	730	36.5

Table 2 depicts that the calculated mean value of Class 7^{th}, 9^{th}, 10^{th} and 12^{th} are 36.4,25,35.3 and 36.5 respectively. It means the mean value of class 7^{th} and 12^{th} are more than that of class 9th students of secondary school. It shows that there is significant difference between students of respective classes. The impact of social media is more on class 12^{th} and 7^{th} students than 10^{th}students and students of class 9^{th} had very less impact of social media. Therefore a hypothesis 2 isrejected.



Graph 2

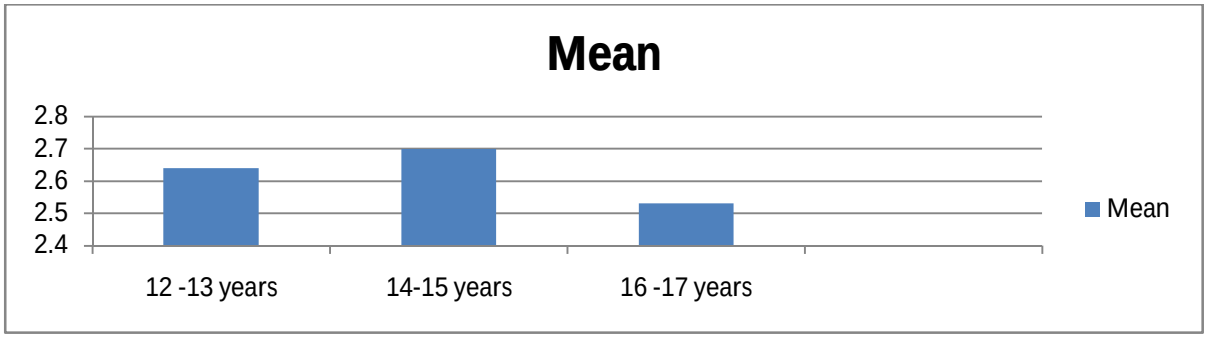
Showing the Impact of Social Media Class Wise

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Table 3
Showing the Impact of Social Media Age Wise

S .no	Group no.	Age	Total	Mean
1	01	12-13years	148	2.64
2	02	14-15 years	227	2.70
3	03	16-17 years	283	2.53

Table 3 depicts that the calculated mean value of Age group 12-13 years is 2.64, 14-15 years is 2.70 and 16-17 years is 2.53 respectively. It means the mean value of age group 14-15 years is more than the other age groups. It shows that there is significant difference between students of different age. The impact of social media is more on age group of 14-15 years than the other age group. Therefore a hypothesis 3 is accepted.



Graph 3 Showing the Impact of Social Media Age Wise

IV. CONCLUSION

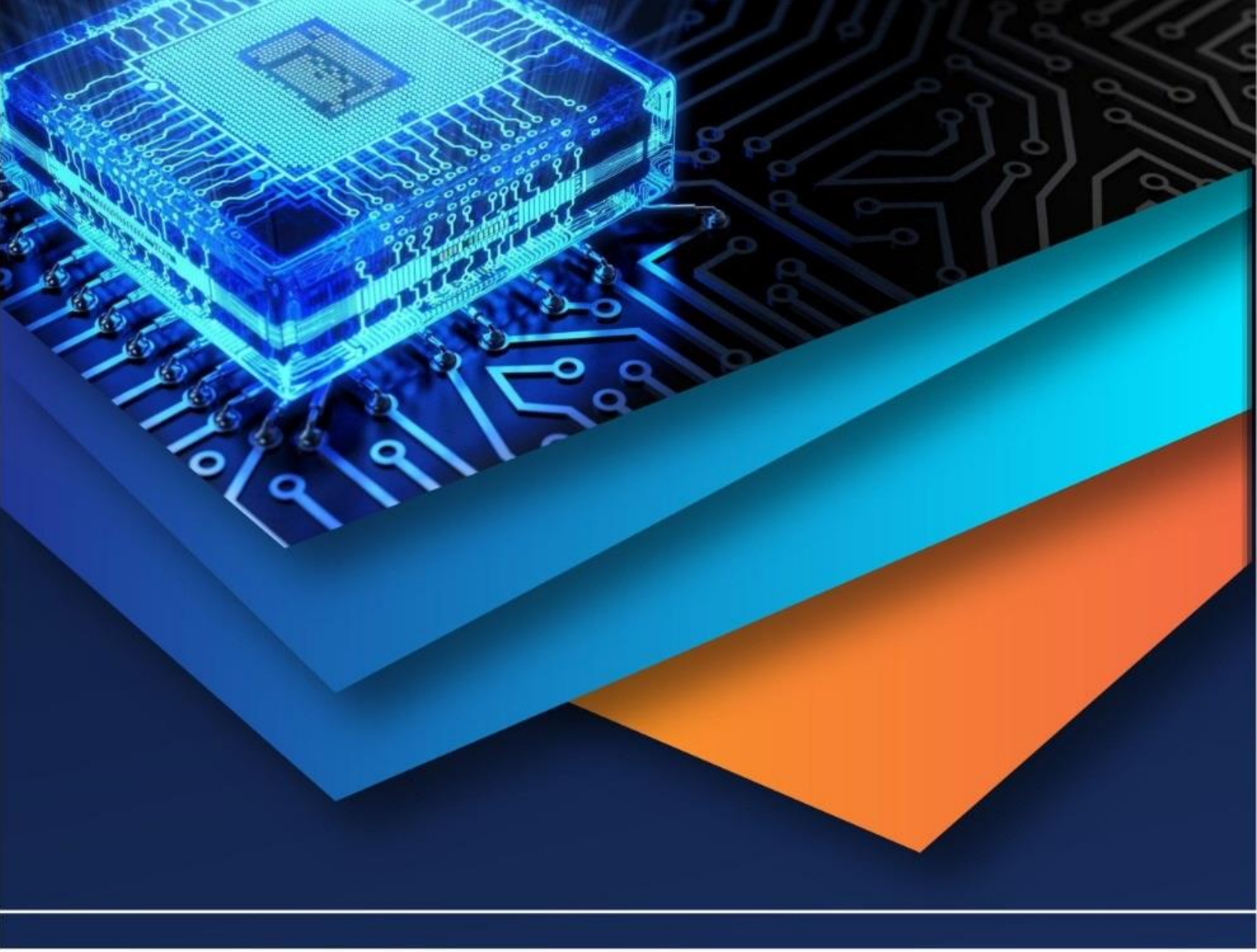
In conclusion,this study examines the effects of social media use on the cognitive focus and attention span of secondary school students. A sample of 50 students was selected from different schools of Aligarh District for the study through purposive convenient sampling. In order to find out the significant difference mean was calculated. Data was analysed on the bases of gender, class and age group, it was found that female students are more frequently used social media in comparison to male students. While analyzed data on class wise it was depicted that the student s of class 7^{th} and 12^{th} are used more social media in comparison to other classes. In the last when researcher find out the impact of social media on the bases of age group it was found that the students who belong to the age group of 14-15 years are more attracted towards social media.Recommendations

To mitigate the issues associated with excessive social media use, the following strategies are proposed:

1) Awareness Campaigns: Educate the community about the risks of excessive social media use.
2) Workshops and Seminars: Engage students in discussions about their social media usage motivations and associated risks.
3) Collaborative Efforts: Foster partnerships among local institutions to address excessive social media use.
4) Educational Programmes: Develop programmes teaching students effective time management skills for social media use.

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