

# Social Media and Academic Engagement: Its Effects on Indian Students

Harsh Shukla<sup>1\*</sup>; Kshama Pandey<sup>2</sup>; Neeraj Kumar<sup>3</sup>

<sup>1</sup>Research Scholar, Department of B.Ed./M.Ed. (IASE), MJPRU Bareilly, U.P., India

<sup>2</sup>Associate Professor, Department of B.Ed./M.Ed. (IASE), MJPRU Bareilly, U.P., India

<sup>3</sup>Assistant Professor, Department of B.Ed./M.Ed. (IASE), MJPRU Bareilly, U.P., India

Corresponding Author: Harsh Shukla<sup>1\*</sup>

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**Abstract:** This study investigates the relationship between social media usage and academic engagement among Indian higher education students. It explores both the positive and negative effects of social media on academic performance, considering India's unique socio-cultural context. Through a comprehensive literature review, the research analyses current trends in social media usage among Indian students and its educational implications. Findings reveal that social media can enhance communication, collaboration, and access to educational resources, potentially boosting student motivation and engagement. However, it also identifies significant challenges such as distraction, procrastination, and potential negative impacts on mental health and sleep patterns. The study emphasizes the need for a balanced approach in integrating social media into educational frameworks. It recommends strategies for educators and policymakers to leverage social media's benefits while mitigating its risks. The research stresses the importance of developing digital literacy skills and implementing guidelines for responsible social media use in academic settings. This study contributes to the growing body of knowledge on technology-enhanced learning in the Indian context and offers insights for improving academic engagement in the digital age.

**Keywords:** Social Media, Academic Engagement, Indian Students, Higher Education, Digital Literacy, Educational Technology.

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## I. INTRODUCTION

The rapid proliferation of social media platforms has significantly transformed the landscape of communication, information sharing, and social interaction worldwide. In India, a country with a burgeoning youth population and increasing internet penetration, social media has become an integral part of students' daily lives. This pervasive presence of social media raises important questions about its impact on academic engagement and overall educational outcomes for Indian students.

Academic engagement, characterized by students' active participation in learning activities, commitment to educational goals, and overall involvement in their academic pursuits, is widely recognized as a crucial factor in student success. It encompasses various dimensions, including behavioral, emotional, and cognitive engagement, all of which contribute to positive educational outcomes. In recent years, there has been growing interest among researchers, educators, and policymakers in understanding the complex relationship between social media usage and academic

engagement. This interest stems from the recognition that social media platforms have the potential to both enhance and hinder students' academic experiences and performance.

The central issue at hand is the potential influence, both positive and negative, of social media on the academic engagement of Indian students. On one hand, social media platforms offer opportunities for collaborative learning, access to diverse educational resources, and enhanced communication between students and educators. On the other hand, concerns arise regarding potential distractions, time management issues, and the impact on face-to-face interactions within academic settings.

It is crucial to explore this relationship within the specific socio-cultural and educational context of India. The country's unique blend of traditional values, rapid technological advancement, and diverse educational landscape necessitates a focused examination of how social media intersects with academic engagement in this particular setting. Understanding these dynamics can provide valuable insights for developing targeted strategies to harness the

benefits of social media while mitigating its potential drawbacks in the Indian educational system.

#### ➤ *Research Questions*

- How does the use of social media correlate with the academic engagement levels of Indian students?
- What are the perceived positive and negative effects of social media on the academic activities of Indian students?
- Are there specific types of social media use that have a stronger association with academic engagement (or disengagement) among Indian students?

#### ➤ *Research Objectives*

- To examine the current trends of social media usage among Indian students.
- To explore the potential positive impacts of social media on academic engagement.
- To investigate the potential negative impacts of social media on academic engagement.
- To provide a narrative overview of the relationship between social media and academic engagement in the Indian context.

## II. REVIEW OF LITERATURE

Social media platforms have become an integral part of students' lives, offering opportunities for communication, information sharing, and engagement. These platforms are defined as websites and applications that enable users to create or share content and communicate (Alshantiti et al., 2023). Popular social media sites among students include Facebook, Twitter, WhatsApp, and LinkedIn (Alamri, 2019). Academic engagement refers to the level of involvement and participation of students in their educational activities. It encompasses behavioural, emotional, and cognitive dimensions, including factors such as time spent on academic tasks, enthusiasm for learning, and depth of cognitive processing (Koranteng & Wiafe, 2018; Tafesse, 2020). The relationship between social media usage and academic engagement has been a subject of considerable research, with studies revealing both positive and negative impacts. Several studies have found that social media can enhance student engagement and learning outcomes when used effectively. For instance, social media offers opportunities for increased student engagement, building professional and peer networks, and developing social media skills in the classroom (Dragseth, 2019). Additionally, social networking sites have been shown to enhance students' social presence and motivation for learning, particularly in online courses (Samad et al., 2019). However, contradictory findings suggest that excessive use of social media may negatively impact academic performance. A study conducted among undergraduate students in Saudi Arabia found a significant relationship between the purpose of social media usage and academic performance, with personal use having a negative impact (Alamri, 2019). Similarly, another study demonstrated that student engagement mediates the negative association between social networking site use and college students'

academic performance (Tafesse, 2020). In the Indian context, social media has gained widespread popularity among students, with platforms like Facebook and WhatsApp being particularly prevalent. While specific statistics for Indian students are not provided in the given papers, the global trend of increasing social media adoption among youth is likely applicable to India as well. Indian students commonly use these platforms for communication, information sharing, and entertainment purposes (Mukherjee & Banerjee, 2019). The impact of social media on academic engagement among Indian students appears to be multifaceted. While social media can offer opportunities for enhanced learning and engagement, excessive or improper use may lead to negative outcomes. Further research specifically focused on Indian students is needed to fully understand the nuances of this relationship in the Indian educational context.

#### ➤ *The Interplay of Social Media and Education (Global Perspective):*

The interplay between social media and education has been extensively studied in international contexts, revealing both positive and negative impacts on academic engagement. Research indicates that social media platforms can serve as powerful tools for enhancing learning experiences, fostering collaboration, and providing emotional support for students (Greenhow, 2011). These platforms facilitate peer-alumni support for school-life transitions and offer help with school-related tasks, creating informal learning environments that complement formal education (Greenhow, 2011). Additionally, social media has been found to stimulate social and civic benefits, both online and offline, which has implications for educational outcomes (Greenhow, 2011; S, 2023). However, the literature also highlights significant challenges associated with social media use in educational settings. Cyberbullying emerges as a major concern, acting as a dampening factor in the positive relationship between collaborative learning and learner performance (Al-Rahmi et al., 2020; Sarwar et al., 2018). The pervasive nature of personal digital devices, particularly smartphones, has led to increased academic distraction, potentially undermining student focus and engagement (Dontre, 2020). Moreover, excessive social media use has been linked to mental health issues among adolescents, including anxiety, depression, and feelings of inadequacy (Popat & Tarrant, 2022; S, 2023). In conclusion, while social media offers numerous opportunities for enhancing educational experiences and fostering global connectivity, it also presents significant risks that need to be carefully managed. The challenge for educators and policymakers lies in harnessing the positive aspects of social media while mitigating its potential negative impacts on academic performance and student well-being (Al-Kfairy et al., 2024; Cassidy et al., 2013). Future research should focus on developing strategies to promote responsible digital citizenship and integrate social media effectively into educational frameworks, taking into account the diverse global perspectives on this issue.

#### ➤ *Social Media and Academic Engagement in the Indian Context:*

Studies focusing on Indian students' use of social media and its impact on academic engagement have yielded mixed

results. A study conducted in Rajasthan, India, examined students' feelings about over-the-top (OTT) education and the influence of social media advertisements on their behavioural intentions. The findings revealed that brand engagement significantly affected behavioural intention for OTT education, while social media advertisement features like informativeness, entertainment, and reward also played important roles (Sharma & Bagdi, 2024). Another study in the Delhi-NCR region investigated the relationship between academic burnout and student engagement among management students. It found a negative association between student engagement and academic burnout, with loneliness acting as a partial mediator. The study also highlighted the moderating impact of internal locus of control on this relationship (Singh et al., 2020). Interestingly, research on social media adoption for educational purposes in Indian higher education revealed widespread usage among students. Four themes emerged: widespread usage of social media, definite usage in business education, strengths of social media in business education, and the flip side of learning with social media. The study noted that while many Indian colleges and universities are incorporating social media into their pedagogy, the challenge lies in effectively aligning it with the curriculum (Bharucha, 2018). However, there are significant gaps in the current understanding within the Indian context. Most studies have focused on specific regions or disciplines, limiting their generalizability. Additionally, there is a lack of comprehensive research examining the long-term effects of social media use on academic engagement and performance across diverse student populations in India. Furthermore, while some studies have explored the adoption of social media in education, there is limited research on how it affects student motivation, goal orientation, and overall learning experiences in the Indian higher education system (Cooke, 2015). The impact of academic social networking sites on engagement and knowledge sharing among Indian students also remains understudied (Koranteng & Wiafe, 2018). While existing research provides valuable insights into social media use and academic engagement among Indian students, there is a need for more comprehensive, longitudinal studies that address the diverse educational landscape in India and explore the nuanced relationships between social media use, student engagement, and academic outcomes.

### III. POTENTIAL EFFECTS OF SOCIAL MEDIA ON ACADEMIC ENGAGEMENT OF INDIAN STUDENTS

#### ➤ *Potential Positive Effects:*

- **Enhanced Communication and Collaboration:** Social media platforms facilitate real-time communication between students and instructors, enabling quick exchanges of ideas and feedback. These tools support collaborative learning by allowing students to share resources, discuss course materials, and work on group projects remotely. Features like video conferencing, shared documents, and instant messaging promote seamless teamwork and foster a sense of community among learners.

- **Access to Information and Resources:** Social media platforms serve as gateways to vast educational resources. Students can follow educational accounts, join academic groups, and participate in online forums to access expert knowledge and up-to-date information in their field of study. These platforms also enable the sharing of educational videos, articles, and interactive content, expanding learning opportunities beyond traditional classroom materials.
- **Increased Motivation and Engagement:** Interactive features of social media, such as polls, quizzes, and live streams, can create engaging learning experiences. Instructors can use these tools to make lessons more interactive and appealing to students. The ability to share achievements, participate in educational challenges, and receive immediate feedback can boost student motivation and active participation in the learning process.
- **Building Learning Communities:** Social media platforms enable the creation of online learning communities where students can connect with peers who share similar academic interests. These communities provide spaces for collaborative problem-solving, peer tutoring, and sharing of study strategies. They also offer emotional support and encouragement, which is particularly valuable for distance learners or those facing academic challenges.

#### ➤ *Potential Negative Effects:*

- **Distraction and Reduced Attention Spans:** Social media's constant notifications and engaging content can significantly distract students from their studies, leading to reduced attention spans. The frequent interruptions break concentration, making it challenging to focus on complex academic material. Students often find themselves multitasking between social media and studying, which diminishes information retention and overall learning effectiveness.
- **Procrastination:** Procrastination is another major concern associated with social media use among students. The platforms provide an easy escape from challenging coursework, encouraging the postponement of academic responsibilities. Features like infinite scrolling prolong unproductive time spent on these platforms, while the fear of missing out (FOMO) drives constant checking, further delaying important tasks.
- **Cyberbullying and Social Comparison:** Cyberbullying and social comparison on social media platforms can have detrimental effects on students' well-being and academic focus. Online harassment impacts mental health, potentially leading to reduced classroom participation and engagement. Constant exposure to peers' curated lives may foster feelings of inadequacy, affecting self-esteem and motivation. Moreover, time spent managing online conflicts detracts from valuable study time.
- **Misinformation and Lack of Credibility:** The prevalence of misinformation on social media poses risks to academic integrity. Students may inadvertently rely on unverified or unreliable sources for research, compromising the quality of their academic work. Exposure to biased or false information can undermine

critical thinking skills, a crucial component of academic success. Additionally, time wasted fact-checking social media content reduces productive study time.

- **Impact on Sleep Patterns and Overall Well-being:** Excessive social media use can negatively impact sleep patterns and overall well-being, indirectly affecting academic performance. Late-night use disrupts sleep cycles, interfering with cognitive function and learning ability. The blue light emitted by devices can compromise sleep quality, further impacting academic performance. Moreover, the psychological effects of excessive social media use, such as increased anxiety or depression, can hinder a student's ability to focus and perform well academically.

#### IV. DISCUSSION

##### ➤ *Summary of Potential Effects:*

The impact of social media on Indian students' academic engagement is multifaceted. Positive aspects include enhanced communication, access to diverse resources, improved digital literacy, global exposure, and peer learning opportunities. These benefits foster a dynamic learning environment and broaden students' horizons. However, the negative effects are significant. Distractions from constant notifications can reduce focus and productivity. Overreliance on online interactions may hinder face-to-face communication skills. Other concerns include cyberbullying risks, information overload leading to potential misinformation, health issues from sedentary behaviour, and privacy risks. The key challenge lies in striking a balance that maximizes the educational benefits of social media while mitigating its negative impacts. This balance is crucial for ensuring that social media enhances rather than hinders academic engagement among Indian students.

##### ➤ *Implications for Indian Education:*

The findings have significant implications for Indian education. Educators must recognize social media's dual role as both a potential distraction and a powerful learning tool. They should develop strategies to integrate social media into curricula effectively, promoting digital literacy and critical thinking skills. Institutions need to adapt their policies and infrastructure to accommodate the digital landscape, ensuring equitable access and fostering a balanced approach to technology use. Policymakers should consider implementing guidelines that encourage responsible social media use in educational settings while protecting student privacy and well-being. To leverage social media effectively, educators can create collaborative online learning communities, facilitate peer-to-peer knowledge sharing, and provide real-time feedback. However, it is crucial to establish clear boundaries and teach students to manage their online presence responsibly. By incorporating social media mindfully, educators can enhance engagement, promote global connectivity, and prepare students for the digital workforce. Simultaneously, they must address potential negative impacts such as cyberbullying, misinformation, and excessive screen time through awareness programs and digital wellness initiatives. Striking this balance will be key to harnessing social media's potential in Indian education

while safeguarding students' overall development and academic success.

#### V. CONCLUSION

This study on social media's impact on academic engagement among Indian students reveals a complex interplay of positive and negative effects. Social media platforms offer significant opportunities for enhancing learning experiences, including improved communication, access to diverse resources, and collaborative learning environments. However, these benefits are counterbalanced by potential drawbacks such as distraction, reduced attention spans, and risks of cyberbullying. The research underscores the need for a balanced approach in integrating social media into Indian educational settings. It emphasizes the importance of developing strategies that maximize the educational benefits of social media while mitigating its negative impacts. This involves adapting institutional policies, promoting digital literacy, and fostering responsible social media use among students.

The study also highlights gaps in current understanding, particularly in the Indian context, calling for more comprehensive, longitudinal research across diverse student populations. Future investigations should focus on developing effective methods to incorporate social media into curricula, addressing potential negative impacts and preparing students for the digital workforce.

Ultimately, the successful integration of social media in Indian education hinges on striking a delicate balance between leveraging its potential for enhanced learning and safeguarding students' overall development and academic success.

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