

The Effect of Facebook Usage Intensity and the Personality Type of Individuals on Academic Performance: A Study among Final Year Undergraduates of Faculty of Commerce and Management Studies, University of Kelaniya

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During last couple of years, it had been quite evident that the academic performance of undergraduates are inconsistent over time and gender bias in the Faculty of Commerce and Management Studies of University of Kelaniya. With the wide usage of internet and related services across the globe, the life style of people started to change. The global internet users have been passed 4 billion and among those 3 billion people around use social media in each month by using the mobile devices. The social media made major effect to the society and effect to the students' academic performance in all the countries across the world. The purpose of this study is to examine whether Facebook usage intensity and the personality type impact on the university undergraduates' academic performance. The primary data were collected from a sample of 142 university final year undergraduates via a validated standard survey instrument. The statistical data analysis techniques used for impact testing were chi-square and Nagelkarke R- square of logistic regression. The study brings up results showing that there is a significant impact on Facebook usage intensity and undergraduates' academic performance relationship. Moreover, it has been observed, that personality type does not moderate the relationship between Facebook usage intensity and academic performance.

Keywords: *Facebook Usage Intensity, Academic Performance, Personality, Undergraduates*

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