

Influence of Social Media Use on Undergraduates' Academic Performance

Viwarjana, K.D.V.¹ and Ranasinghe, V.²

The current study investigated the impact of social media use on undergraduates' academic performance. This research aims to identify the impact of social media use on the academic performance of management undergraduates at the University of Kelaniya. This study is quantitative and conducted as a cross-sectional field study. A standard questionnaire was distributed for the target sample as a Google form online. According to the simple random sampling technique, the final sample remains at 327 observations of all-year management undergraduates at the University of Kelaniya, Sri Lanka. The sample data set was analyzed through the validity and reliability analysis, and correlation and regression analysis with the aid of the Statistical Package for Social Sciences (SPSS). Regression analysis was used to determine the relationship between academic performance and use of social media. According to this research findings there is a significant correlation between the use of social media, and undergraduate academic performance. It was identified that social media significantly impacts students' academic performance of undergraduates in the Faculty of Management Studies, University of Kelaniya, Sri Lanka. Accordingly, the researcher suggested that social media be utilized as a teaching tool as well; that social networking sites be updated, and new pages made to improve academic activities and prevent a decline in students' academic performance; and that parents and educators should keep an eye on their students' use of these websites.

Keywords: *Use of Social Media, Academic Performance*

¹Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [arm.arzad@gmail.com]

²Lecturer, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [vimanshar@kln.ac.lk]