

## **Impact of Social Media Use on Academic Purposes of Management Undergraduate: University of Kelaniya**

Madhushani, M.I.<sup>1</sup> and Darshani R.K.N.D.<sup>2</sup>

The use of social media networks can be pointed out as a problem faced by many students and undergraduates around the world today. The main determination of this study is to study for what purpose these social media are used. The purpose of this grant is to study how the use of social media networks affects undergraduates in the Department of Management Studies at the University of Kelaniya. Specifically, it looked at online interaction with peers, online interaction with teachers, online engagement, and online collaborative learning for academic purposes. The study was carried out among the undergraduates. The persistence of this grant is the impact of social media usage on academic purposes and research questions were prepared accordingly. Management undergraduates were included in the sample. Also, the convenience sampling method was used to select a sample size of 354 undergraduates from the University of Kelaniya management undergraduates. This is a quantitative research approach and survey study deductive. Correlation analysis and simple regression analysis were conducted to test how well the impassiveness of the selected social media usage could predict academic purposes. The results demonstrate that key factors influencing students' academic purposes to use social media include the efficacy of online interaction with peers and online interaction with teachers, online engagement, and online collaboration. It was discovered that the main elements influencing social media usage are online interaction with peers, online interaction with teachers, online collaboration, and online engagement. As a result, there are many purposes for using social media networks as a strategy to improve educational productivity. However, according to this study, interaction with peers, interaction with teachers, and online collaborative learning have a strong positive relationship among those variables, and online engagement has a negative relationship. This study has helped me understand how the use of social media networks affects undergraduate research in the Department of Management Studies.

**Keywords:** *Academic Purposes, Online Interaction with Peers, Online Collaboration, Online Engagement, Online Interaction with Teachers, And Social Media Usage.*

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<sup>1</sup> Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [[madhusha-bm18255@stu.kln.ac.lk]

<sup>2</sup> Senior Lecturer, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [niroshidarshani@gmail.com]