

# Impact of Social Media on Education: A Study of Secondary School Students

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## *ABSTRACT*

Technology has changed the way people interact with each other leading to the rise of open social platforms such as social media that enable connections among individuals. Students use social media platforms such as Facebook WhatsApp X Instagram and others for information and communication. Due to its easy accessibility on mobile devices social media has surged in popularity. As of now the addiction to social media is increasing daily. Social media introduces new system for students making information gathering much faster and easier. Social media adoption is prevalent among secondary students. This study aims to investigate the influence of social media on the education of secondary school students.

**Keywords:** - Impact, Social media, Education, Secondary school students

**Received :** 11/10/2025

**Acceptance :** 25/10/2025

## **Introduction:**

In recent years, the use of social media has grown quickly. Not only do people who work use it, but there has also been a big rise in the use of social media among students and in schools. Using social media has had a positive effect on society. Thanks to the Internet, all social platforms and various applications are easily accessible, enabling users to chat and engage with one another. The creation of social media is advancing rapidly and becoming an essential aspect of daily life due to the recent technological revolution. A social networking service is a place where people can meet and talk to each other because they like the things or do the same things. Networking sites are really helpful for learning nowadays. People are using the internet and social networks a lot because computers and mobile devices are everywhere now.

This writing is about how teachers and students can use media to talk to each other and share ideas about their class. Teachers and students can use media to communicate with each other in a better way. Social media is a way for teachers and students to exchange ideas, about the course. Additionally, it is believed that social media's multifunctionality encourages students to actively participate in group projects by making it easier for them to discuss and share what they have learned with one another through different chat rooms. In today's world, social media significantly impacts society, particularly the student

community. Technology has integrated into the lives of every person in contemporary society. Advancements in information technology are occurring rapidly, and they're being shared across numerous social media and networking platforms. For instance, Facebook, Messenger, LinkedIn, Twitter, Zoom, Google Meet, and WhatsApp offer innovative social interaction styles of communication, and several of these communication methods are neither directed nor reciprocated. There is little conversation regarding the possible impact of social media in motivating students to participate online with their peers. This research explores the use of social media for secondary school students to involve themselves in their studies. The use of social media seems to be increasing daily among school students, with many depending on it for interaction and communication. It appears that school students are always engaging with social media. The students engage openly with their peer groups in virtual communities. They will have the opportunity to share knowledge and learn from experiences. Several factors influence the utilisation of social media for educational purposes. Students represent a significant portion of social media users. The users who spend the majority of their time on social media are students. They can share their knowledge or gather information about their studies via social media. The researchers' personal experiences

indicate that they are encountering numerous negative effects of social media. Intense engagement with social media distances them from their families and squanders their reading time. This research primarily seeks to identify the effects of social media on students' education

### **Review of Literature:**

Donkoh (2018) found in his study, "Impact of social media on Ghanaian high school students," that social media positively affects Ghanaian senior high school students' social and academic lives.

Raut & Patil (2016), The impact of social media on the education industry is highlighted by the study found that social media has both beneficial and detrimental effects on kids' education. Additionally, it emphasised strategies to mitigate the damaging effects of social media on students' academic performance, such as limiting their access to social media platforms and reducing the time they spend on them.

Saleh et al. (2017) noted that since 2008, the development of social media platforms such as Facebook and WhatsApp has progressively increased. Social media serves as a medium that facilitates the transfer of information between users.

(Reyaz Ahmed Bhat 2023). Benefits of Technology and Social Media Integration: Many studies emphasise the advantages of incorporating technology and social media into education. One key benefit is increased involvement of children. Research shows that gamified learning, interactive multimedia, and simulations can sustain students' interest and encourage active participation (Muammar Revnu Ohara 2023). Additionally, social media has transformed how we learn and engage in the digital age by promoting knowledge sharing, teamwork, active engagement, and professional growth. However, concerns about social media remain, such as misinformation, privacy issues, cyberbullying, and online harassment.

### **Statement of the problem:**

In addressing social challenges and promoting educational reform, social media can serve as effective or influential tools. A similar increase in the integration of social media into education, learning, and communication at schools has occurred alongside the swift growth in the quantity and use of social media as a common

communication tool for individuals and organisations. Their connection has changed, as have their behaviours and words. Social media often enhances social connections. Often, it is entirely the reverse and brings darkness into their lives. Social media has influenced not just their social interactions but also their educational experiences. Social media impacts both academic and social aspects of life. Currently, students are increasingly focused on social media. The different aspects of social media are enticing users to engage with it. Considering this, the problem statement addresses the influence of social factors on education: An analysis of secondary school education.

### **Conceptualisation:**

**Social media:** Social media refers to internet and mobile phone tools like Facebook, Twitter, Instagram, and others. These platforms allow users to communicate through text, images, video, and audio.

**School Students:** School student refers to students in classes IX and X who are attending schools of Asansol MC.

### **Objective of the Study:**

- To study the social media usage patterns of secondary school students.
- To explore the awareness about social media for education among secondary school students.
- To find out the popular social media platform for education among secondary school students.
- To study students' perceptions of the potential educational use of social media

### **Research Methodology:**

This is a qualitative study. The study uses a descriptive survey research design. In this study, a qualitative approach has been taken into consideration through the distribution of a questionnaire. To collect data, asked students about their opinions on social media. There were two sections to the questionnaire. The first one relates to the respondents' personal information, including their academic field, gender and educational attainment.

### **Sampling, tool and data collection:**

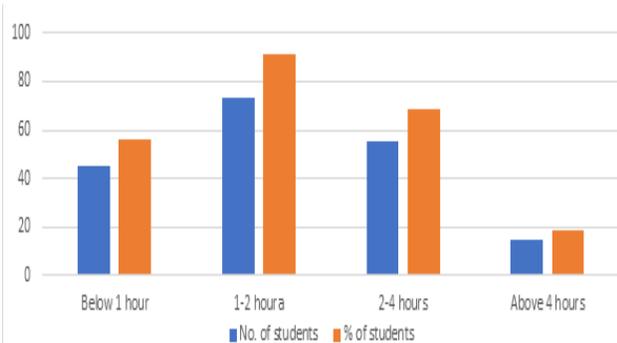
This study focuses on the impact of social media on secondary school education. A convenience sample of 80 students from the eight

secondary schools located in the Asansol Municipal Corporation has been selected as the sample for this study. Simple random sampling was used for the data collection. The data collection technique used was the questionnaire method. A self-designed questionnaire prepared by the researcher is used for the study. Data were collected physically from students in their respective schools. Responses were analysed using percentages, frequency distributions, and descriptive interpretations.

### Impact of Social Media on the Education of Secondary School Students:

#### How many hours do students spend in a day on social media(N-80)

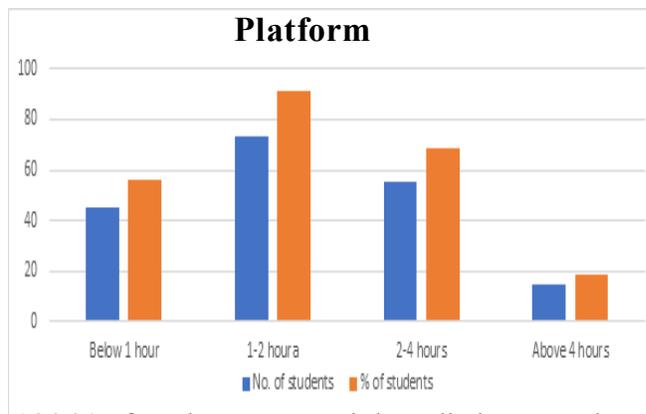
Hours	No. of students using	% of students using
Below 1 hour	7	56.25
1-2 Hours	26	91.25
2-4 Hours	34	68.75
Above 4 hours	13	18.75



The questionnaire asked the student about the hours they spend each day on social media. It's found that mostly student spend 1 to 2 hours on social media in a day. 56.25% spend below 1 hour, 68.75% spend 2-4 hours, and 18.75% students spend above 4 hours on social media in a day.

#### Social media usage among secondary school students (N-80)

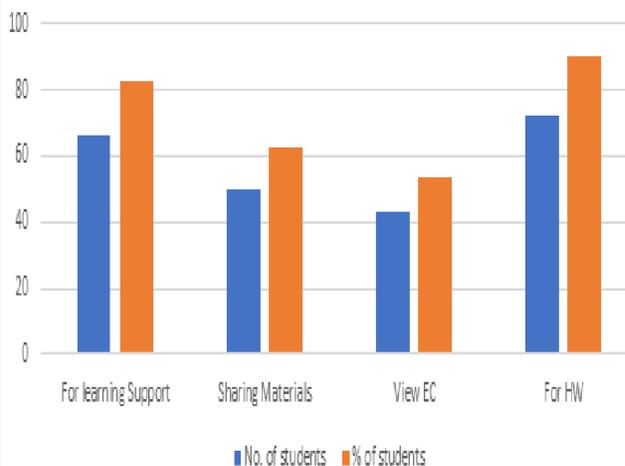
Platforms	No.of students using	% of students using
WhatsApp	74	92.5
Facebook	45	56.25
You Tube	80	100
Instagram	60	75
Others	24	30



100 % of students use social media in secondary school. The most frequently used social media platforms for general activity are WhatsApp (92.5%), Facebook (56.25%), YouTube (100%), Instagram (75%) and others (30%).

#### Awareness about social media for educational purposes (N-80)

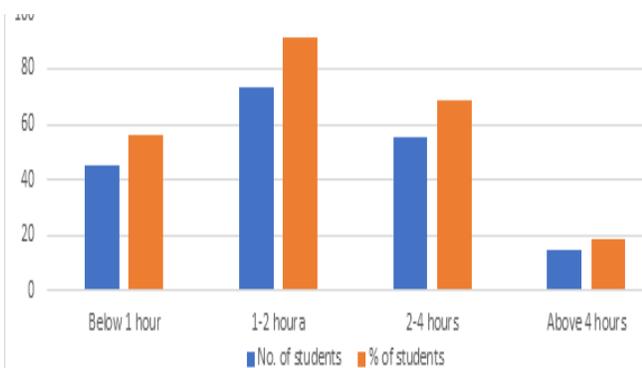
Statement	No.of students using	% of students using
For learning support	66	82.5
Sharing materials	50	62.5
View Educational channels	43	53.75
For homework	72	90



Common uses of social media for entertainment, communication with peers group educational purposes. 82.5% students use for learning support. 62.5% students use social media for sharing teaching and learning materials. 43% students view educational channels and 90% students use them for homework assistance.

### Popular social media platform for education (N=80)

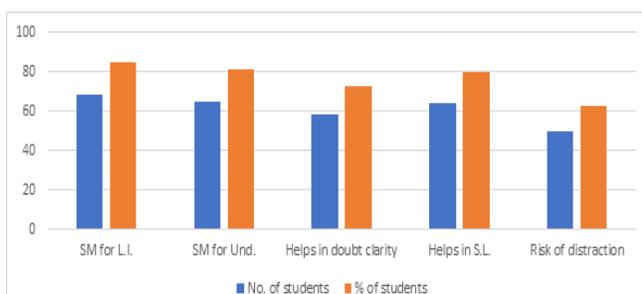
SM Platforms	No. of students using	% of students using
YouTube	78	97.5
WhatsApp	55	68.5
Instagram	30	37.5
Facebook	18	22.5
Others	22	15



The most popular social media platform among secondary school students is YouTube. 97.5% students watch videos on YouTube. YouTube emerged as the most popular platform for its explanatory videos, exam preparation content and subject tutorials. WhatsApp is widely used for student group communication and file sharing. Other platforms like Instagram, Facebook and others are a little useful in the educational area.

### Students' perceptions of the potential educational use of social media (N=80)

Perception of statement	No. of students using	% students using
Social media makes learning interesting	68	85
Social media Videos improve understanding	65	81.5
Helps in doubt clarity	58	72.5
Helps in self-learning	64	80
Risk of distraction	50	62.5



The perception of the use of social media in education is positive. Students recognise the benefits of social media for their educational purposes. It helps students to make learning interesting, doubt clearing and understand the concepts. Students are motivated to self-learning through social media. 62.5% Students also recognise potential drawbacks.

### Finding:

The present study investigates the impact of social media on the education of secondary school students, focusing on usage patterns, awareness, platform preference, and students' perceptions regarding the educational potential of these platforms. Based on the responses of 80 students from eight secondary schools, the study offers valuable insights into how social media is shaping the learning experiences, behaviours, and attitudes of today's digital-native learners.

The findings show that social media is now a regular part of students' daily routines. Many students use social media every day, often spending one to three hours on different platforms. Instagram, WhatsApp, and YouTube are the most popular for general use. This steady online activity highlights how communication and access to information are changing today. The study also found that students use social media for more than just entertainment. Many turn to these platforms for academic support, to get answers to questions, and to find study materials shared by classmates or teachers. Most students are aware that social media can help with learning, and many follow educational accounts, channels, and pages. The growing use of WhatsApp groups and online assignment sharing shows that social media is becoming a common teaching tool. This points to a shift from traditional, teacher-led methods to more active, student-centered approaches that use digital tools for sharing resources and staying connected.

YouTube is really the place, for learning new things. Students like it because they can see what is going on there are lots of videos to choose from. They can get to it easily.

The next thing that students like to use is WhatsApp. They use it to send links and notes to their teachers and friends.

Students also like Instagram for learning. They like the pictures and short videos that teach them things. Students like things that're short and easy to understand. They prefer to learn with pictures and videos. This is because students do not have a lot of time to focus on one thing. Students like platforms that have nice looking content. The content, on these platforms is brief and easy to look at. Students are drawn to these platforms because they provide what students like which's short and nice looking content. Most students think that social media is a tool for learning. Social media helps students learn on their own. Makes learning more fun. It also helps students understand things quickly with videos. Students can learn from each other. Get help with questions when they are in online groups. Social media is good for working. Students also know that social media can be bad, for them because it can distract them from their school work. Social media can be a distraction. Many acknowledged that excessive could disrupt academic routines and focus.

### **Conclusion:**

Social media is really useful for students in school. If students use media in a smart way and teachers keep an eye on them it can make students more excited about learning. Social media can also make it easier for students to learn and work together with their friends. This can even help students do better in school. There are some problems, with social media too. Students can get distracted hear information and spend too much time on social media. To avoid these problems schools need to have some rules. Parents should also teach their kids how to use media properly. Students need to learn about how to use media in a smart way. Schools should teach students how to use media in a good way. Social media can be very helpful when used in the classroom. Students need to know when social media is helpful and when it is not. This way students can use media to learn new things and do their school work better. With the right balance, both teachers and students can make the most of social media as

a tool for modern education.

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