

**Title :** Social Media Usage Behavior that Brings Benefits and Impacts to the Learning of Students of the Faculty of Science at Chiang Mai University, Academic Year 2024

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## ABSTRACT

This study aims to examine the personal use of social media that yields benefits and impacts on the academic performance of students in the Faculty of Science, Chiang Mai University, for the academic year 2024. A survey research method was employed to collect data from a sample group of 335 undergraduate students selected through simple random sampling. The research findings indicate that the majority of students primarily use social media for entertainment and relaxation, followed by keeping up with news and communicating with family. Regarding its benefits, social media plays a significant role in supporting learning, with 90.15% of students using it for knowledge acquisition and 67.76% for online learning. However, the study also identified negative impacts, as 47.16% of students reported decreased learning motivation, and 36.42% experienced reduced concentration due to prolonged social media usage. Additionally, concerns about information credibility were noted by 76.71% of students, while health-related issues such as insufficient sleep and vision problems were also reported. The findings suggest that while social media offers significant educational advantages, it also presents challenges that may hinder academic performance. Therefore, it is essential to implement appropriate guidelines and awareness programs to optimize social media usage for learning while mitigating its negative effects on students' education and well-being.

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