



Social Media Usage Behavior that Brings Benefits and Impacts to the Learning of Students, 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 of 335 students found that most use social media for entertainment, news, and family communication. While it supports learning enhancing knowledge acquisition, and online education, it also poses challenges, including reduced motivation, lower concentration, and health issues like insufficient sleep and vision problems. Concerns about information credibility were also noted. The study highlights the need for guidelines and awareness programs to maximize benefits and minimize negative effects on students education and well-being.

Introduction

In the digital age, social media has become an integral part of students daily lives, influencing both personal and academic activities. It provides easy access to information, facilitates communication, and enhances learning experiences. However, excessive use can also lead to distractions, reduced concentration, and health concerns. This study explores the social media usage behavior of students at the Faculty of Science, Chiang Mai University, analyzing both its benefits and negative impacts on academic performance. The findings aim to provide insights into optimizing social media use for effective learning while mitigating its drawbacks.

Objectives

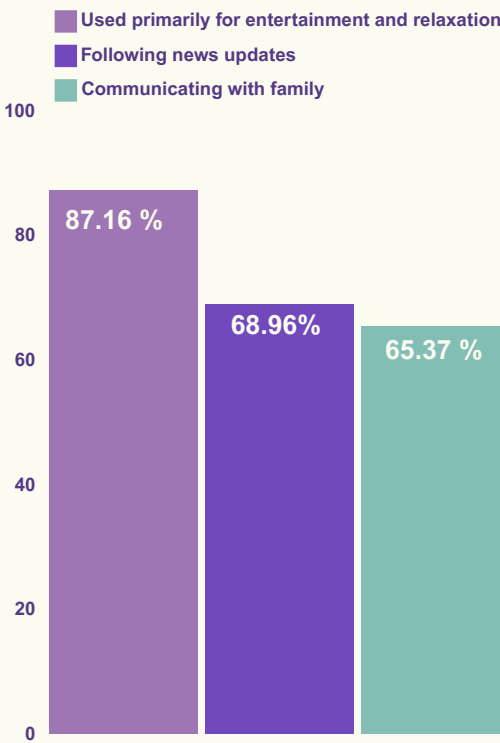
- To study the social media usage behavior of Science students at Chiang mai University.
- To analyze the benefits and effects of social media on learning.

Methodologys

- Conducted as survey research and Collected data using simple random sampling
- Frequency distribution, and chi-square tests

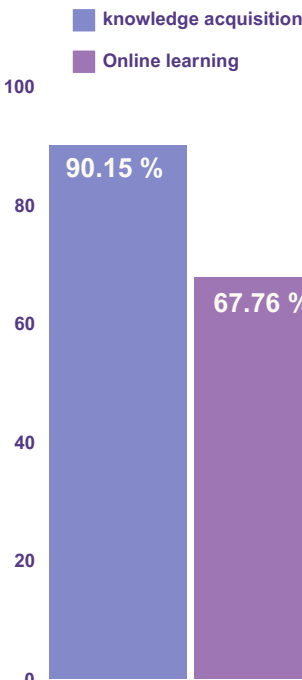
Results

Social Media Usage Behavior

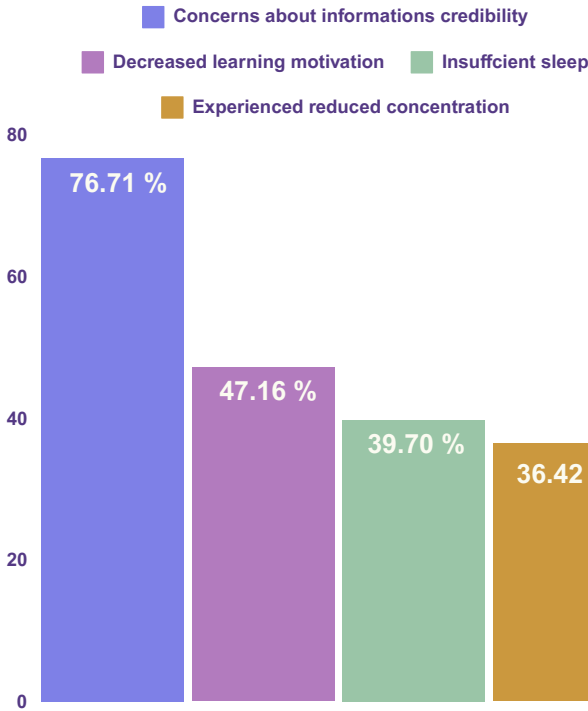


Social media usage behavior that brings benefits and impacts on learning

Benefits on learning



Impacts on learning



Conclusion

In conclusion, social media plays a significant role in student learning experiences by providing access to information, fostering communication, and supporting educational networks. However, its use also presents challenges, such as distractions, decreased concentration, and potential health issues from overuse. To maximize the benefits and minimize the negative impacts, it is essential for students to manage their time effectively and prioritize educational content. Educational institutions, families, and society all have a role in guiding students to use social media appropriately, promoting practices that enhance learning while maintaining mental and physical well-being. Future research should focus on developing strategies and policies to ensure that social media is used productively, fostering a balance between learning and personal life in the digital age.

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Discussion

The study confirms that social media plays a crucial role in students' education, offering benefits like knowledge acquisition and online learning support. However, excessive use negatively impacts concentration, motivation, and health. The findings highlight the need for time management and digital literacy education to maximize the advantages while minimizing the drawbacks. Institutions should promote responsible social media usage to enhance students' learning experiences effectively.

References

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