

o Psychological & Academic Consequences: Excessive use is correlated with: o Academic Distress: .1
Struggles with university workload. Social Media Multitasking o Definition: Using multiple platforms
simultaneously or switching between social media and academic tasks. Negative Impact & Digital Stress
o Regional Observations: Reported issues among undergraduates in China, India, and
Indonesia. Integration into Youth Lifestyle o Core Functions: Social media is now an integral part of: o
Education: Used in daily academic activities. o Primary Platforms: Instagram, YouTube, and TikTok. o
Increases Procrastination: Delaying necessary academic work. o Lowers Motivation: Decreases the drive
to complete goals. Social Media Statistics & Growth o Annual Growth Rate: Approximately 15%
increase. o Attention Problems: Difficulty focusing on single tasks. o Emotional Exhaustion: Feeling
drained due to digital presence. o Direct Consequences: o Undermines Learning: Reduces the quality of
information retention. o Projections: Reaching around 70 million users by early 2025. o Usage in Higher
Education: 95% of students use platforms daily. o Networking: Building professional and social
.circles. 2.3.4.5