

1. Psychological & Academic Consequences: Excessive use is correlated with:

- o Academic Distress: Struggles with university workload.
- o Social Media Multitasking o Definition: Using multiple platforms simultaneously or switching between social media and academic tasks.
- o Negative Impact & Digital Stress
- o Regional Observations: Reported issues among undergraduates in China, India, and Indonesia.
- o 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.