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

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