1. Literature Review

1. Bernard John Kolan (2018),
“Effect of Social Media on Academic Performance of Students in Ghanaian Universities: A Case Study of University of Ghana, Legon.”
Different forms of education including distance education has been widely patronized and facilitated to some degree through these social media networks. Acquiring information both locally and internationally from friends, lectures or experts is no longer a struggle as compared to the olden days and the internet is the ultimate master behind this success. “Social media is a useful servant but a dangerous master” and can also be “described as a two edge sword” and as such, users especially students must be alert about its dangers and be prudent in its utilization.

2. Khalid H (2017),
“The Effects of Social Networks on Pakistani Students.”
First thing we discovered was that in Pakistan, every student is using some kind of platform for socializing as well as for academic and educational purposes. Most of the students have accounts on Facebook and use YouTube for different purposes. If the students use these platforms in a balanced way, it will not harm their health. Secondly, we found out that there is a huge number of users who are unaware of the terms and policies of the social network they are using. Thirdly, we came to the conclusion that social networks plays a positive role in students’ academic activities.

3. Masood Badri (2017),
“School performance, social networking effects, and learning of school children: Evidence of reciprocal relationships in Abu Dhabi”
Some benefits from using social media networks include sharing information and ideas and improving reading skills. Despite the benefits of participation of students in social media networks, its misuse could affect the academic life of the students and, thereby, their performance. Therefore, as this study shows, social media networks compete with academic work for students’ attention.

4. SUDHA S (2016),
“The effect of social networking on students academic performance: The perspective of faculty members of Periyar University, Salem”

However, the studies appear from two opposing views on the impact of SNSs on users. While proponents argue that it allows users in connecting people of common interest and value, opponents claim that excessive use of these sites affect the social, mental and physical health of the users. Most of the faculty members known that the students are engage in the use of SNSs for socializing activities moderately than for academic purposes. In the meantime, the positive impacts of SNSs on their academic performance are considerably low.

5. Gok, T. (2015),
“The positive and negative effects of digital technologies on students’ learning”

The positive and negative effects of digital technologies and social networking sites on the students were examined in this study. Research results presented that half of the students spend time one and half hour/day on smartphone. They generally use the smartphone for calling friends, messaging, listening to music, watching video/clips, and especially using social networking sites (Facebook, Youtube, Blogs, Foursquare, Twitter, etc.). Female and male students (65%) spend more than two hours per day on computer and internet for similar purposes.

6. Tarek A. El-Badawy1 and Yasmin Hashem1 (2015),
“The Impact of Social Media on the Academic Development of School Students”

According to this paper, it is a true statement given that the students spend between one to more than six hours daily on social media platforms, such as Facebook and Google. In this paper it is conclude that there is no negative impact from the use of social media on the academic performance of the school students, and it is proven by the Chi Square analysis, which resulted with no significant relationship or difference between both the frequency of using social media with the overall grade average; and with the number of hours spent daily on studying.

7. Aida Abdulahi (2014),
“A Study on the Negative Effects of Social Networking Sites Such as Facebook among Asia Pacific University Scholars in Malaysia”
This paper explained the negative effects of social network sites such as Facebook among Asia Pacific University scholars. Because of social media platform’s widespread adoption by university students, there is an interest in how Facebook is related to academic performance. This paper search the use of, participation in activities and time spent preparing for class, in order to know if Facebook affects the performance of students. Moreover, the impact of social network site on academic performance also raised another major concern which is health.

8. Isaac m. Morallo (2014),
“The effects of social networking sites on students academic performance in Lyceum of the Philippines-Laguna”
This article suggest that In the advent of internet technology, social communication using the internet became the frontier of daily communication, collaboration and networking. This study was conducted to determine the effects of Social Networking Sites (SNSs) on students’ academic performance in Lyceum of the Philippines – Laguna. The results of the study showed a statistically significant positive relationship between time spent by students on SNSs and their academic performance.

9. Mark Salvation (2014),
“The Influence of Social Network Sites (SNS) upon Academic Performance of Malaysian Students”
Review of existing literature on social network sites revealed that it has attracted millions of users due to affordance and reach. The review shows that it is used for different purposes. However, despite SNS gaining acceptance in universities around the world, the study on students’ adoption of SNS is still unexplored fully in Malaysia. Thus, this study is designed to address this gap so as to provide useful insights for future researchers.

10. Mohamed Tayseer (2014),
“Social Network: Academic and Social Impact on College Students”
The research conducted in this paper gave us a somehow better understanding of how social networks affect the students’ life. In conclusion, throughout this research, we do not actually aim
to solve a problem, but rather we aim to demonstrate the importance of social networks to college students, so that the stakeholders take our recommendations into consideration.

” Negative and positive impact of internet addiction on young adults: Empirical study in Malaysia”
This study found that the major group of compulsive Internet usages is young adults. Therefore, their dependence on the Internet and problematic. It refers to spending excessive amount of time starting and maintaining online friendships in chat rooms, which replace real life friends and family.asting of money by engaging in compulsively using the Internet for gambling online, trading and part-taking in online auctions. dilemma associated with information searching by obsessive web surfing or database searches.

12. Cain, J.& Katherine (2013),
“Exploring Social Media’s Potential in Interprofessional Education”
Social media can help medical educators overcome some of the challenges that IPE has traditionally faced. It could serve as an effective tool to help interprofessional students learn about each other’s different roles and perspectives, thereby building trust. More importantly, social media can also help students learn with each other in a shared online space, working as a team to provide solutions to problems in which every member’s contribution is both valued and respected.

13. Ezekiel S. Asemah (2013),
“Influence of Social Media on the Academic Performance of the Undergraduate Students of Kogi State University, Anyigba, Nigeria”
The paper examines the influence of social media on the academic performance of the undergraduate students of Kogi State University. The survey research method was adopted, employing the questionnaire as an instrument of data collection. Based on the findings, the paper concludes that exposure to social media by the undergraduate students of Kogi State University has negative effect on their academic performance.
“Effect of social networking sites on academic achievement among introverts and extroverts”
The present study investigated the effect of use of Social Networking sites on academic achievement among Introverts and Extroverts. students are managing their time efficiently and hence, use of Social Networking Sites does not harm their academic performance. Findings suggested that despite of spending time on internet or on using Social Networking Sites, and even with the personality differences students are efficient enough for their studies that they do not face any deficiency in meeting their studies’ requirements.

15. Noreen k (2013),
“Relationship between Internet Addiction and Academic Performance among University Undergraduates”
This paper highlight that to show the relationship between Internet addiction and academic performance among university undergraduates. It also suggest that There is a negative relationship between internet addiction and academic performance of university undergraduate. Internet addiction has negative impact on academic performance of university undergraduates.

“The effects of Social Networking Sites on the Academic Performance of Students in College of Applied Sciences, Nizwa, Oman.”
The beneficial results of this campaign and the uses and gratifications highlighted in this study, shows social networks as a significant influence in the academic performance of students. The research also concludes that a large section of students capitalize on the importance of human classroom face to face instruction, the social networks used for educational / tutoring should be able to apply these principles in a virtual classroom.

17. Raj Kumari Kalra (2013),
“Effects of social networking sites on academic achievement among introverts and extroverts”
This paper is on the basis of the findings of current study that students are managing their time efficiently and hence, use of Social Networking Sites does not harm their academic performance. Findings suggested that despite of spending time on internet or on using Social Networking
Sites, and even with the personality differences students are efficient enough for their studies that they do not face any deficiency in meeting their studies’ requirements.

“The role of social media in higher education classes (real and virtual)—A literature review”
Social media are increasingly visible in higher education settings as instructors look to technology to mediate and enhance their instruction as well as promote active learning for students. Empirical evidence, however, has lagged in supporting the claim. Most of the existing research on the utility and effectiveness of social media in the higher education class is limited to self-reported data (e.g., surveys, questionnaires) and content analyses. This paper summarizes the scholarly writings as well as reviews the findings of empirical investigations.

19. Tuan, N. and Tu. N (2013),
“The Impact of Online Social Networking on Students’ Study”
The survey results also reveal that Facebook help UEB students can express themselves without the problem of “fear of embarrassment” in face-to-face interaction. 63 over 134 respondents admit that online social networking allows them to feel more comfortable in expressing and discussing ideas, and interacting with peers and professors. As one coin has two sides, Facebook have some negative impacts on students.

20. Ahsanul Haq and Sohail Chand (2012),
“Pattern of Facebook usage and its Impact on Academic Performance of University Students: A Gender Based Comparison”
This paper explores the popularity and usage pattern of the Facebook among the University students. Male and female on the average spend equal time on internet. Though female users spend more time on Facebook than their counterparts but male users have more Facebook friends. Facebook use, in general, adversely affecting the academic performance of students but this adverse effect is observed greater for male students.

“The impact of engagement with social networking sites (SNSs) on cognitive skills.”
Paper investigated the use of Facebook, Twitter, and YouTube in a group of young adults and tested their working memory, attentional skills, and reported levels of social connectedness. Results showed that certain activities in Facebook (such as checking friends’ status updates) and YouTube (telling a friend to watch a video) predicted working memory test performance. The findings also indicated that Active and Passive SNS users had qualitatively different profiles of attentional control.

22. Amy W. (2012),
“Computer Game Addiction and Emotional Dependence. Senior thesis and project’’
This article suggests that there are far fewer computer-addicts than predicted on Trinity College campus, but the majority of participants demonstrated one or more symptoms of addiction. Computer game play seems to cause symptoms of addiction which may be due to computer games having salient qualities. Game types seem to be composed of different features that are more attractive to different sexes; Males enjoy Strategy, first-person shooters, and adventure games while females enjoy puzzle, social, and trivia games.

23. Hilarie Cash (2012),
“Internet Addiction: A Brief Summary of Research and Practice”
This paper is to give a preferably brief overview of research on IAD and theoretical considerations from a practical perspective based on years of daily work with clients suffering from Internet addiction. Furthermore, with this paper he intends to bring in practical experience in the debate about the eventual inclusion of IAD in the next version of the Diagnostic and Statistical Manual of Mental Disorders (DSM).

24. Madhur Raj Jain (2012),
“Impact of social networking sites in the changing mindset of youth on social issues-A study of Delhi-NCR youth’’
According to this paper, it was found that these social networking sites are acting as great medium for view mobilization. People are feeling free in sharing their thoughts on any issue and even youth is raising their voice against social acts like violation of Human Rights, corruption
etc. Most of the people think that youth can play a positive role in changing our society which is represent in most of the responses to different queries.

25. **Ruti Gafni and Moran Deri (2012),**

“Costs and benefits of Facebook for undergraduate students”

This paper explained, the influence of Facebook on the students’ learning process in undergraduate demanding faculties, such as engineering. In particular, it was aimed at identifying various costs and benefits associated with the students’ use of Facebook and investigating the impact of the colleges/schools’ Facebook pages on the students’ use of Facebook for learning purposes. However, it was found that social activities on Facebook consumed a significant amount of the students’ time, during the surfing and even after, thus negatively affecting their learning process.


“Impact of Cognitive Absorption on Facebook on Students' Achievement”

The research design suggests that this impact would vary among students with different interests for the university and multitasking capabilities. Facebook usage would develop students’ satisfaction with friends and family, which could enhance their academic performance. Overall, though, Facebook usage appears to do not have a significant effect on undergraduate students' academic performance. However, students who do not have these characteristics tend to not have any significant effect.

27. **Shahzad Khan (2012),**

“Impact of Social Networking Websites on Students”

People mostly use social networking websites due to influence of their friends and the total average of the people who uses social networking websites due to their friends influence is 67.3% of total population. Academic performance analysis with use of social networking websites shows that the people having 3.0 to 3.5 GPA (grade average point) mostly use social networking websites and the total average of people having GPA ranges between 3.0 to 3.5 is 48.8% of total population. People having 3.0 to 3.5 GPA generally uses social networking websites for entertainment.
28. Syarif Husin Lubis (2012),
“The relationship between time spent on facebook and cumulative grade point average (CGPA) among third year Biomedical Science students in Faculty Health Sciences, UKM”
No difference in using Facebook between male and female. The different only found out between races. Small number of students using Facebook for business purposes most of Biomedical Science students using for chatting and wall post. The time spent on Facebook is not influenced Students’ CGPA achievement on Biomedical students at FSK, UKM.

29. Tracy Packiam Alloway (2012),
“The impact of engagement with social networking sites (SNSs) on cognitive skills”
The aim of the present study was to investigate the effect of social networking sites (SNSs) engagement on cognitive and social skills. We investigated the use of Facebook, Twitter, and YouTube in a group of young adults and tested their working memory, attentional skills, and reported levels of social connectedness. Results showed that certain activities in Facebook (such as checking friends’ status updates) and YouTube (telling a friend to watch a video) predicted working memory test performance. The findings also indicated that Active and Passive SNS users had qualitatively different profiles of attentional control.

“The Use of Social Networking in Education: Challenges and Opportunities.”
This paper will summarize some of challenges and opportunities to use social networking as educational tool. This paper tries to highlight on the use of social networking in education and explain the advantages and disadvantages of using social networking of educational purpose. In addition, this paper addressed some of previous studies about the relationship between the social networking and education.

“Internet Addiction and Depression, Anxiety and Stress”
This paper suggest that to examine the relationships between internet addiction and depression, anxiety, and stress. Internet addiction was found positively related to depression, anxiety, and stress. According to path analysis results, depression, anxiety, and stress were predicted
positively by internet addiction. This research shows that internet addiction has a direct impact on depression, anxiety, and stress.

32. Ishfaq Ahmed and Tehmina Fiaz Qazi (2011),
“A look out for academic impacts of Social networking sites (SNSs): A student based perspective”
This study implies the exploration of relationship between SNSs usage and educational performance of the student users. The fact came forth in present study is that SNSs are mainly used for non-academic purposes by the students. An interesting conclusion has been drawn on the basis of the findings of current study that students are managing their time efficiently and hence, use of SNSs does not harm their academic performance.

“Internet use and its impact on secondary school students in Chiang Mai, Thailand”
Paper high light that Internet addiction (IA) is a relatively new field of academic inquiry. Empirical studies suggest that IA, like other well researched addictive behaviors, has an effect on many aspects of a person’s life, including academic/work performance, relationships, and physical and mental health as per young said, it shows symptoms of addicted person when they goes offline.

34. Prasanna C. et Al. (2007),
“Some Observations On Internet Addiction Disorder Research”
The paper says Internet addiction is a contemporary problem brought about by easy access to computers and onlineinformation. Individuals addicted to the Internet can develop many types of disorders It also says, persons addicted to the Internet may be destructive to themselves, their families, and theirplace of employment. This paper examines research trends in the area of Internet addiction and provides management implications for policy development and planning. Specifically, this it identifies the leading researchers, institutions, specialization, and information dissemination outlets for Internet addiction research in the last quarter of the 10th Century to the present.

35. Tor Bucsh (1995),
“Gender differences in self efficiency and attitudes towards computer”
This study aimed to investigate gender differences regarding computer attitude and perceived self efficacy in use of computer among college students it found strong gender difference in levels of computing self efficacy expectations. Also it not found gender difference and computer attitude
and selfefficacy expectations are strongly correlated. Male students have more computer experience in programming and computer games reported that they had more encouragement from parents and friends.