











**Literature Review**

One of the primary reasons for the widespread use of social media among students is its role in facilitating communication and social interaction. According to a study by Junco (2012), social media platforms enable students to maintain relationships, both with peers and family, and can also enhance collaborative learning and academic engagement. Platforms like Facebook and WhatsApp are particularly popular for staying connected with friends and participating in group discussions (Pempek, Yermolayeva, & Calvert, 2009). This connectivity is crucial for students who are away from home or live-in university dorms, providing a sense of belonging and support.

**Reference**

Junco, R. (2012). The relationship between frequency of Facebook use, participation in Facebook activities, and student engagement. Computers & Education, 58(1), 162–171.

Pempek, T. A., Yermolayeva, Y. A., & Calvert, S. L. (2009). College students' social networking experiences on Facebook. Journal of Applied Developmental Psychology, 30(3), 227–238.

Kuss, D. J., & Griffiths, M. D. (2017). Social networking sites and addiction: Ten lessons learned. International Journal of Environmental Research and Public Health, 14(3), 311.

Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. Body Image, 13, 38–45.

Lepp, A., Barkley, J. E., & Karpinski, A. C. (2015). The relationship between cell phone use, academic performance, anxiety, and satisfaction with life in college students. Computers in Human Behavior, 31, 343–350.

# Conclusion

The literature demonstrates that social media is a double-edged sword, capable of both enhancing and impairing mental health. While it fosters connectivity and awareness, its excessive use can lead to addiction, social comparison stress, and other adverse outcomes. By considering demographic and cultural factors and implementing targeted interventions, policymakers, educators, and healthcare providers can harness social media’s potential while mitigating its risks. Future research must continue to unravel the complexities of this relationship, ensuring that digital platforms contribute positively to societal well-being.

# Abstract

This study explores the social media usage patterns and their effects on individuals within the Barishal University community, focusing on students’ interactions with various platforms such as Facebook, YouTube, Instagram, WhatsApp, and LinkedIn. A total of 119 participants (30 female, 45 male) were surveyed to assess the amount of time spent on social media, primary activities, frequency of notifications checking, and the psychological and physical consequences associated with social media engagement. Common activities include browsing content, posting photos/videos, and messaging friends/family. Notifications are frequently checked, with many respondents indicating occasional feelings of anxiety when unable to access social media. The majority report experiencing stress, anxiety, or physical fatigue such as eyestrain, difficulty sleeping, and lack of focus after prolonged use. Despite these negative effects, some individuals reported that social media has strengthened their relationships, while others noted a weakening of social connections. Overall, the study suggests a complex relationship between social media usage, well-being, and social interactions among university students.

**Methods**

To explore the social media usage patterns and their impact on students at Barishal University. create a comprehensive analysis we need to analysis through pivot tables, statistical data which was collected from a sample of 119 university students, each with varying levels of social media engagement. The data questions, and visual representations, such as graphs and charts.

**Challenges**

Collecting data for a survey on social media usage presented a variety of challenges, ranging from logistical and technical issues to participant-related difficulties. Despite careful planning, each step of the data collection process required adaptability and problem-solving to ensure accurate and reliable results.

**Social Media user Experiment over University of Barishal**

**Implication Plans**

**Results and Discussion**

The four given graphs are the samples of an experiment over University of Barishal. All of them are showing different Positive and Negative aspects of the use of social media. They also show the user amounts and dependency over social media respectively. These data are collected for research purpose only. Farther collection may require for better understanding the report. Results include pivot tables including the collected data, questions which are necessary for farther research purposes and bar graphs, pie charts, histograms, line graphs are also included for better understandings. Some image formats are given in the word document as report. You can always find the original data in the excel file format given by Apurba Voumik. For any problem occurrence, you can always contact with me at: [avoumik43@gmail.com](mailto:avoumik43@gmail.com).

**How often do individuals check their social media notifications by age group?**