

INVESTIGATING THE RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE DURATION AND ACADEMIC SUCCESS AMONG MUSLIM STUDENTS USING DATA SCIENCE PROCESS

1141R
PROJECT ID

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Project Overview

This research project focuses on investigating the relationship between social media usage duration and academic success among Muslim students. The project recognizes the growing influence of social media in our lives and aims to understand its impact on the productivity and success of Muslim students. Through data science analysis, the project seeks to explore the implications of social media usage on their daily lives, identify strategies to enhance their productivity, and align with the principles of the Maqasid Shariah and the United Nations' Sustainable Development Goals. The project's findings have the potential to contribute to the well-being and success of Muslim students, ultimately leading to a more productive and sustainable workforce.



Problem Statement

The impact of social media on the academic journey of Muslim students is a significant challenge. Navigating the digital realm, students face a delicate balance between social media usage, time management, and academic success. Research highlights both positive and negative effects of social media on academic performance (Jamil et al., 2020; Bedua et al., 2021).

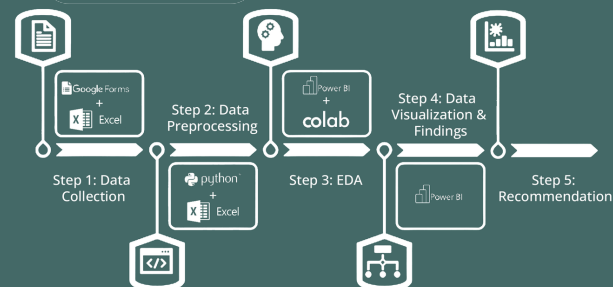
Project Objectives

- **TO DETERMINE** whether a correlation exists between social media usage and academic performance among Muslim students.
- **TO IDENTIFY** the most popular social media platforms used by Muslim students, as well as their motivations for using them.
- **TO ASSIST** the presence and nature of social media policies within universities and institutions regarding student usage.

Research Questions

1. What is the relationship between social media usage duration and academic success among Muslim students?
2. What are the most frequently used social media apps/platforms by Muslim students, and what purposes do they serve for these students?
3. Do institutions/universities have policies in place pertaining to social media usage at study places?

Methodology



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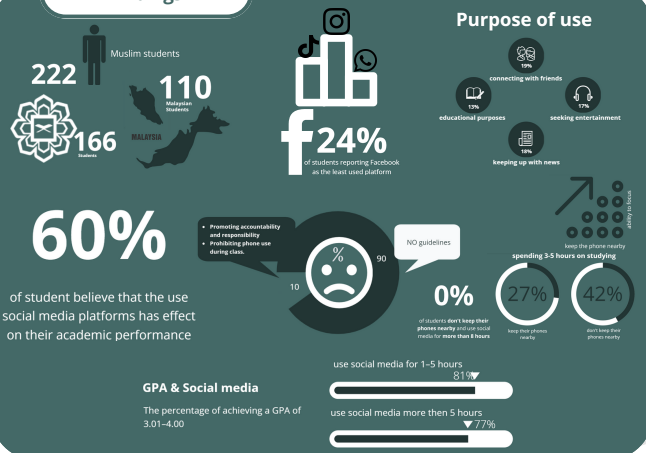
Literature Review

Research Aspect	Findings and Insights	Project Relevance
Social media's impact on mental health.	Complex relationship with depression and disclosure [Guo & Cai, 2022].	studies the impact path of social media use on public depression
Data-Driven Educational Strategies	Crucial for innovative education [Buraga & MP, 2022].	Highlights importance of data science.
Factors Affecting Academic Success	Various factors influencing academic performance [Bateer et al., 2019].	Provides context.
Purpose of Social Media Usage	Purpose linked to academic performance [Alamri, 2019].	Relevant to social media aspect.
Social Media Usage and Multitasking	Excessive usage, multitasking impact on academics [Adjin-Tettey et al., 2021].	Addresses social media's academic impact.
Time Spent on Social Media	Time spent linked to academic performance [Bedua et al., 2021].	Emphasizes time management.

Project Significances

This project aims to raise awareness of social media usage among Muslim students, offering insights for educational institutions to implement effective time-management strategies. It focuses on the specific needs of Muslim students to promote inclusivity and strives to enhance digital literacy, empowering students to leverage social media for learning, collaboration, and personal development.

Findings



Future Work

- Expand the reach
- Look beyond grades
- Refine GPA Categories
- Include Gender as a Variable
- Comprehensive Analysis



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