

Social Media Usage & Academic Impact - Student

Overview

Impact
Analysis

Risk &
Platform
Insights

Academic_Level

Graduate

High School

Undergraduate

Country

All

Gender

Female

Male

705

Total Students

4.92

Average Daily Usage

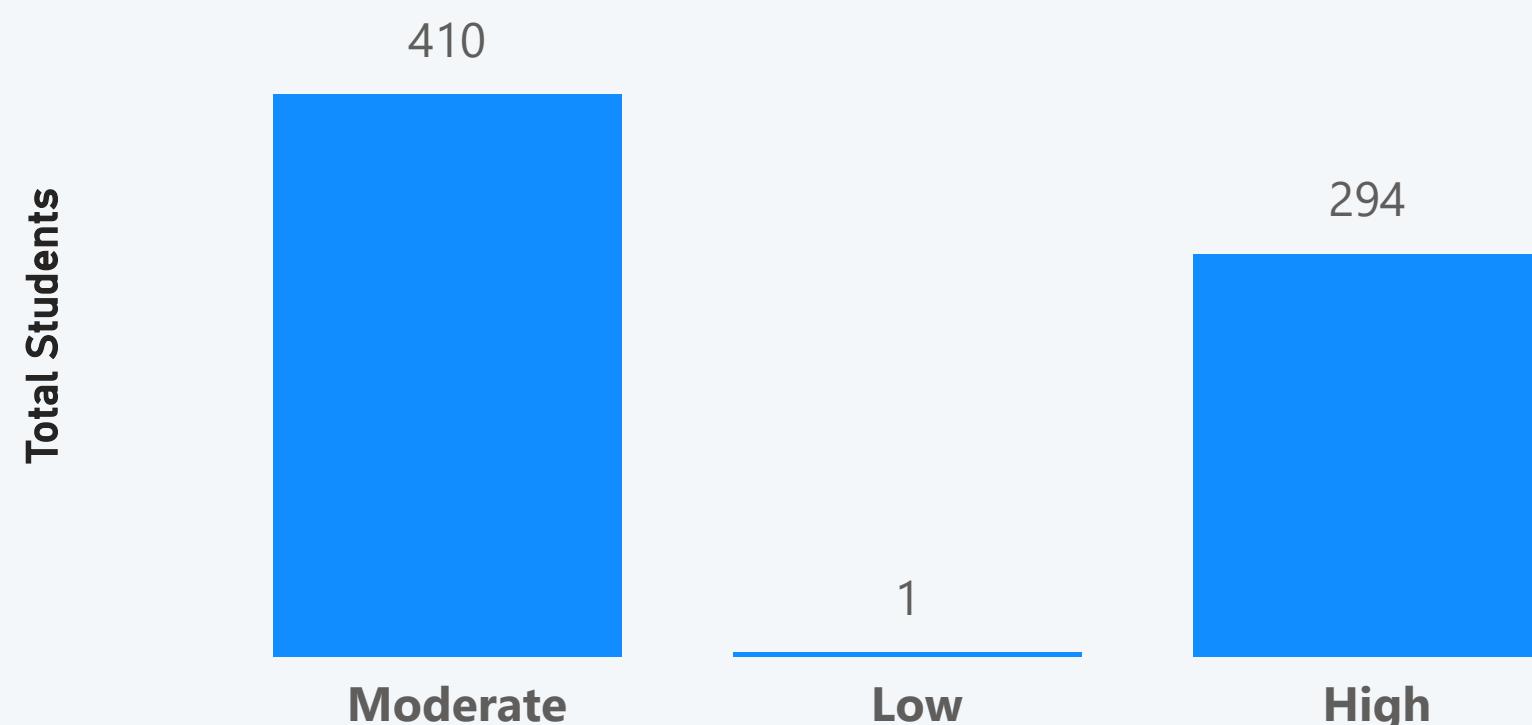
6.44

Average Addiction Score

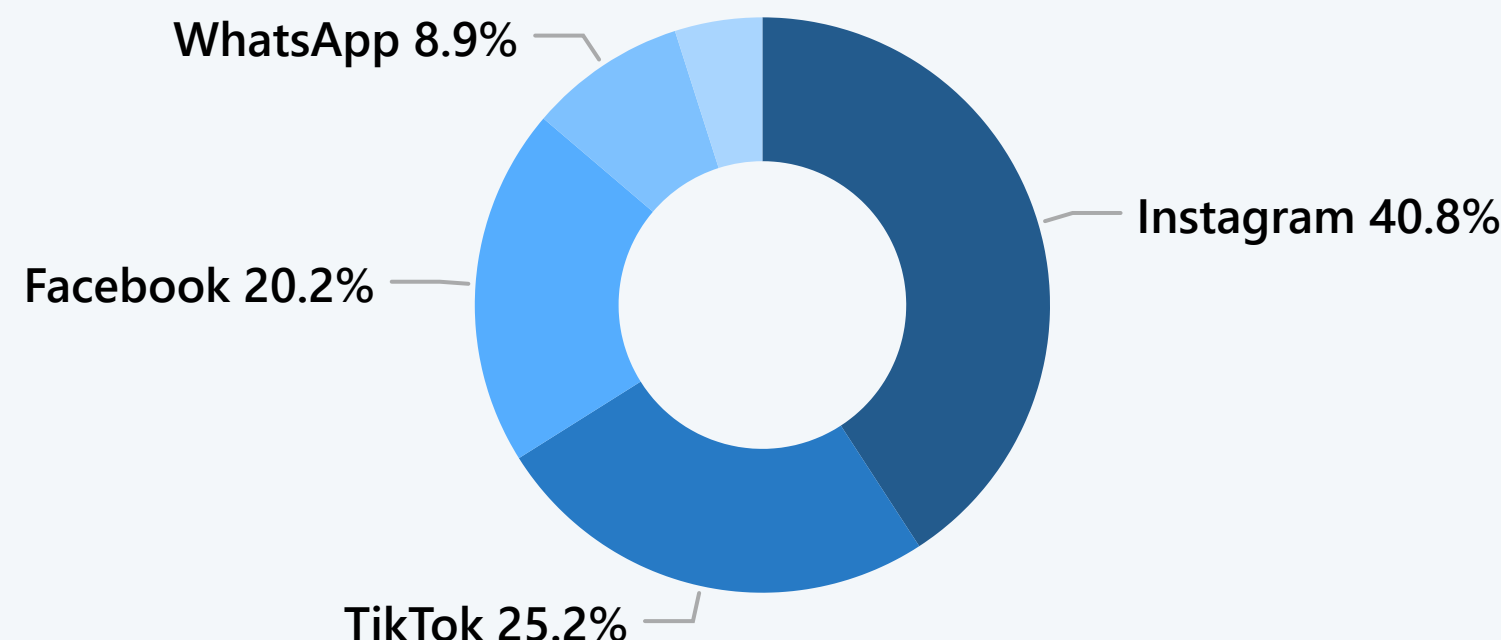
64.3

% Academic Impact

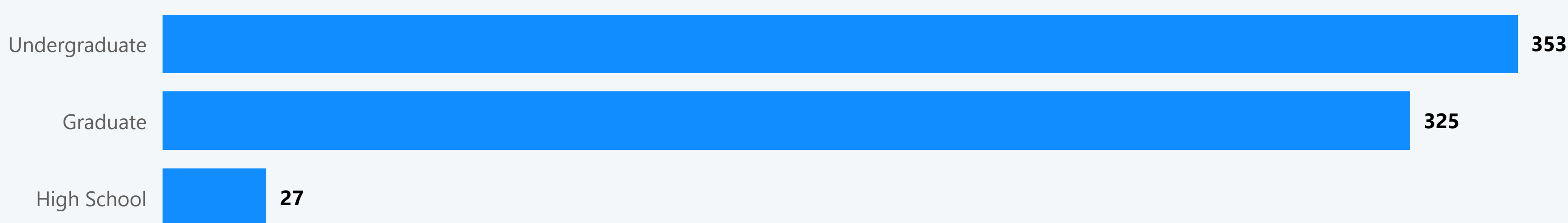
Student Distribution by Daily Usage Category



Top 5 Most Used Social Media Platforms (Student Share)



Student Distribution by Academic Level



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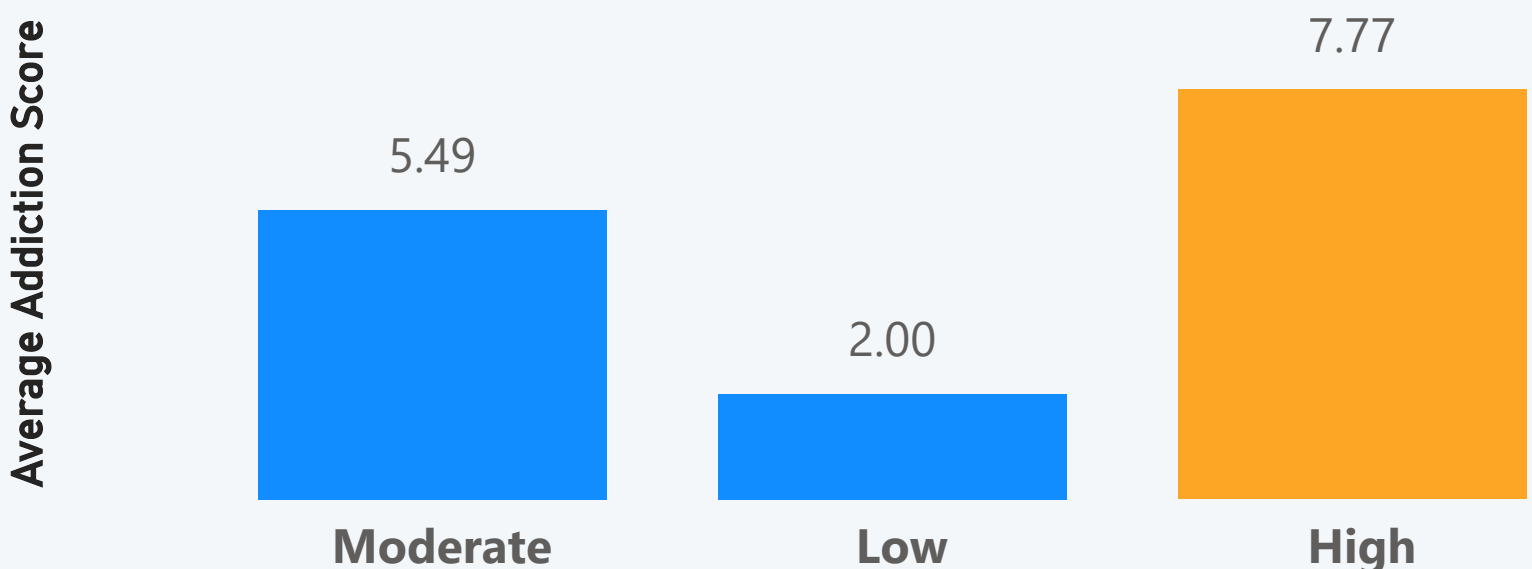
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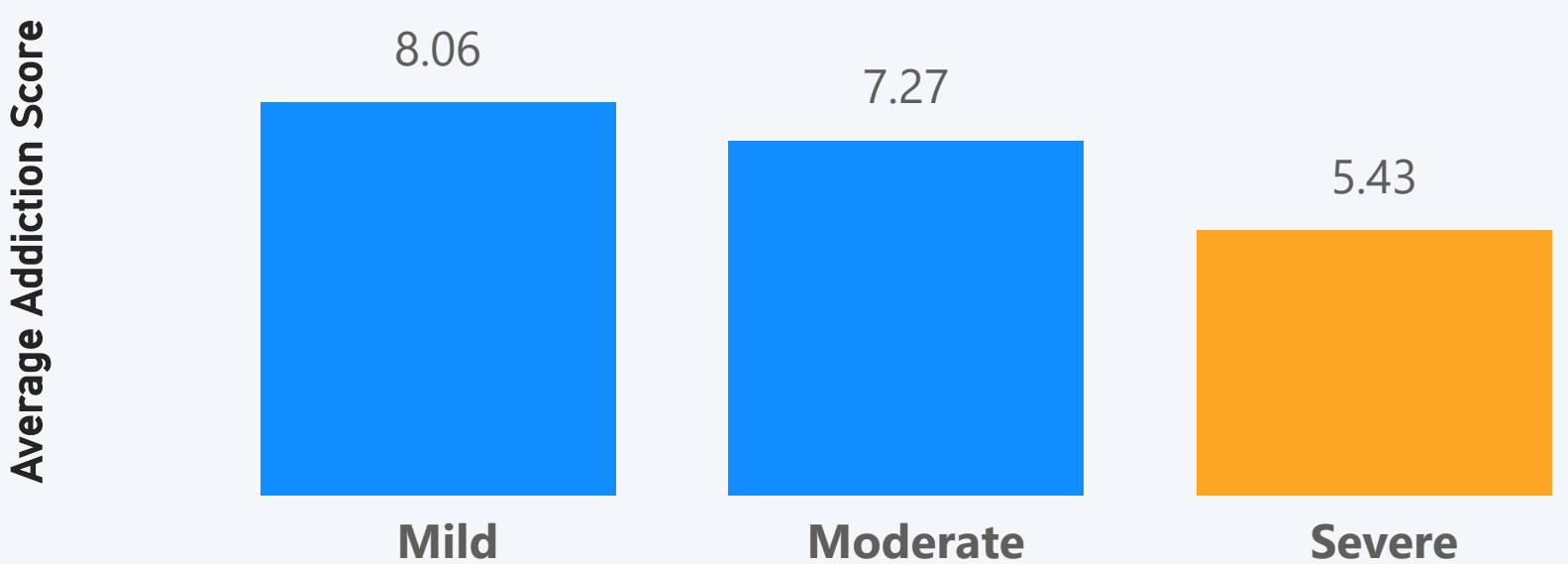
64.3

% Academic Impact

Addiction Score Rises Sharply with Higher Daily Usage



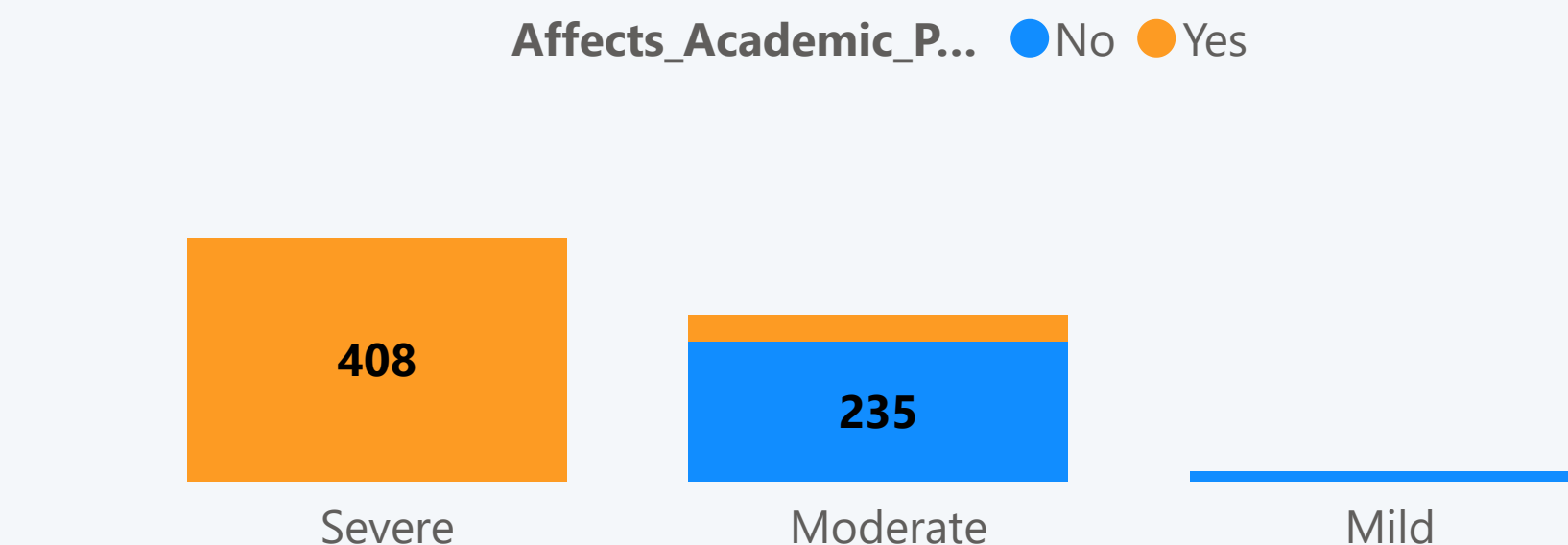
Mental Health Declines as Addiction Severity Increases



Severely Addicted Students Get the Least Sleep



Academic Performance Impact Increases with Addiction Severity



Social Media Platform Risk & Behavioral Insights

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Average Addiction Score

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% Academic Impact

Most Used Platform	Average Addiction Score	Avg Mental Health Score	Average Daily Usage	Average Sleep Hours	% Academic Impact
WhatsApp	7.46	5.54	6.48	5.87	100.00
Snapchat	7.46	5.54	5.09	5.71	92.31
TikTok	7.43	5.71	5.35	6.36	93.51
Instagram	6.55	6.12	4.87	7.02	69.08
YouTube	6.10	6.60	4.08	6.35	30.00
WeChat	6.07	6.47	4.96	7.36	53.33
KakaoTalk	6.00	6.00	4.73	7.05	100.00
Facebook	5.67	6.72	4.51	7.36	30.08
Twitter	5.50	6.83	4.87	7.11	36.67
Vkontakte	5.00	7.00	4.25	7.75	
LinkedIn	3.81	8.00	2.52	7.29	
LINE	3.00	8.00	3.25	8.35	

Insights

Platforms with higher average daily usage also show a higher percentage of students reporting academic performance impact.

More than 90% of severely addicted users on platforms like TikTok and Snapchat report academic performance impact.

TikTok, Snapchat, and WhatsApp together account for over 60% of high-addiction users, making them the highest-priority platforms for targeted intervention programs.

Platform Risk Matrix: Addiction vs Mental Health

Platform Facebook Instagram KakaoTalk LINE LinkedIn Snapchat TikTok Twitter

