Why is the spin of an electron $\frac{1}{2}$?

$$L = \pm \sqrt{\ell(\ell+1)} \cdot \hbar$$

where

L is the quantised angular momentum ℓ is the orbital quantum number (= 0,1,2,...)

$$\hbar = \frac{h}{2\pi}$$

Let
$$m_s = \pm \sqrt{\ell(\ell+1)}$$

Assume the smallest integer difference in angular momentum between the two states (demonstrated by the two points of accumulation in the Stern – Gerlach experiment) and thus let:

$$m_{s+} = 1s$$
$$m_{s-} = -1s$$

$$\therefore m_{s+} = \frac{1}{2} \text{ and } m_{s-} = -\frac{1}{2}$$
$$\therefore L = \pm \frac{1}{2} \hbar \blacksquare$$

References:

https://chem.libretexts.org/Bookshelves/Physical and Theoretical Chemistry Textbook Maps/Book%3A Quantum States of Atoms and Molecules (Zielinksi et al)/08%3A The Hydrogen Atom/8.05%3A Discovering Electron Spin (Contributed by David M. Hanson, Erica Harvey, Robert Sweeney, Theresa Julia Zielinski

Quantum States of Atoms and Molecules at Chemical Education Digital Library (ChemEd DL))