**The Impact of Social Media Usage on Academic Performance Among Senior High School Students**

### **Abstract:**

This study explores the relationship between social media usage and academic performance among senior high school students. Using a quantitative approach, 120 students were surveyed on their usage patterns and academic standing. Results showed a significant negative correlation between excessive social media use and GPA. The study recommends digital literacy and self-regulation practices to improve student outcomes.

### **Chapter I: Introduction**

**Background of the Study:** Social media has become deeply embedded in students' daily lives. While it offers platforms for collaboration and communication, it also poses potential distractions that may hinder academic performance.

**Statement of the Problem:** This study seeks to determine the impact of social media usage on the academic performance of senior high school students.

**Objectives:**

1. Identify the most frequently used social media platforms by students.
2. Assess the number of hours students spend on social media daily.
3. Determine the relationship between social media use and academic performance.

**Significance of the Study:** The findings may help educators, parents, and students understand the implications of excessive social media usage and formulate strategies to maintain academic focus.

**Scope and Delimitation:** The study is limited to senior high school students from selected schools in the city during the 2024–2025 academic year.

### **Chapter II: Review of Related Literature**

This chapter discusses prior research on social media's influence on students. Studies by Smith (2020) and Alonzo (2022) found that excessive screen time correlates with lower GPA. Other literature highlights both the academic benefits and pitfalls of digital connectivity.

### **Chapter III: Methodology**

**Research Design:** Descriptive quantitative research design was used.

**Respondents:** 120 senior high school students selected through stratified random sampling.

**Data Collection:** An online survey using Google Forms was distributed.

**Statistical Tools:** Pearson correlation was used to determine the relationship between social media use and academic performance.

### **Chapter IV: Results and Discussion**

* **Usage Patterns:** 80% of students used social media 3–5 hours per day.
* **Academic Impact:** A noticeable trend showed that students with lower usage had higher GPA.
* **Correlation:** A weak to moderate negative correlation (r = -0.47) was found between hours spent on social media and grades.

### **Chapter V: Summary, Conclusions, and Recommendations**

**Summary:** The study examined how social media usage impacts academic performance, revealing that frequent use often led to lower grades.

**Conclusion:** Social media, when used excessively, can be detrimental to students' academic success.

**Recommendations:**

* Encourage balanced use through awareness programs.
* Integrate digital wellness into the curriculum.
* Set personal time limits on non-educational social media use.