

**IMPACT OF SOCIAL MEDIA USE ON ACADEMIC PERFORMANCE
AMONG UNIVERSITY STUDENTS: SPECIAL REFERENCE WITH
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Abstract

Social media has become one of the most important communication medium in recent times. Social media has gained wider acceptability, usability and it is becoming a most popular communication tool among the students especially all the higher education institute students. There are many social media existing in the world. Among that Facebook, WhatsApp and Twitter are gaining more and more popularity than others. These websites and social forums are way of communicating directly with other people socially. On these platforms, they get a chance and freedom to share their own opinion, ideas and comments. The purpose of this study is to identify use, usefulness, and impact of social media on the academic performance of the university students. Impact of Social Media use on Academic Performance among University Students had been examined through online survey by using The Technology Acceptance Model (TAM) as variable to measure. Moreover, I use the group discussion, interview, research article and internet. This study is carried out in order to highlight the potentials of social media in the academic setting by collaborative learning and improve the students' academic performance. The results show that positive collaborative learning, interactive with peers, interactive with lecturers and engagement, will have an impact on the students' academic performance.

Key words – Academic performance. Higher education, Social media

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