

Thesis Title: *The Impact of Social Media on Academic Performance Among College Students*

In recent years, the rise of social media platforms such as Facebook, Instagram, and Twitter has transformed how people communicate, connect, and consume information. These platforms have become integral parts of the daily lives of millions, particularly among younger generations. College students, who are often early adopters of technology, have embraced social media as a tool for social interaction, information sharing, and entertainment. However, the increasing use of social media raises concerns about its impact on various aspects of life, including academic performance.

As students spend more time engaging with social media, questions arise regarding the potential consequences of this digital engagement on their educational outcomes. Proponents argue that social media can enhance learning by facilitating access to academic resources, promoting collaboration, and creating supportive online communities. Conversely, critics contend that excessive use of social media can lead to distractions, reduced study time, and lower academic achievement.

This thesis seeks to explore the relationship between social media use and academic performance among college students. Specifically, it will examine whether social media habits positively or negatively influence students' grades, study habits, and overall educational success. By investigating these factors, the research aims to contribute to the growing body of knowledge on the effects of digital media on education, providing insights that could inform educators, policymakers, and students themselves.

The introduction is structured as follows: First, it provides a brief overview of the current literature on social media usage and its potential impact on academic performance. Next, it outlines the research questions and hypotheses that will guide the study. Finally, the chapter concludes with a summary of the research methodology, including the population sample, data collection methods, and analysis techniques employed in the study.