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Relationship Between Utilisation of Social Media and Academic Progress

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ABSTRACT The pervasive impact of social media on the academic lives of higher education students has stimulated interest in examining its effects on academic progress. The primary aim of this research was to explore the relationship between the utilisation of social media and academic progress. A survey method was utilised, whereby information was gathered from 102 higher education students via a Google Form. The collected data underwent analysis through various statistical methodologies including correlation, 't' test, and One-Way ANOVA with Post Hoc Test. The outcomes of the investigation demonstrated that the use of social media differed among distinct demographic categories, revealing specific trends linked to gender, academic standing, and field of study. Nevertheless, a statistically notable positive relationship was identified between social media utilisation and academic progress. This indicates that a conscientious and equitable interaction with social media platforms may positively influence the academic outcomes of students.