

**SOCIAL NETWORKING MEDIA EFFECT ON STUDENTS'
ACADEMIC ACHIEVEMENTS IN KALUWANCHIKUDY
DIVISION**



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ABSTRACT

This study investigates social networking media effect on students' academic achievements in Kaluwanchikudy Division. This study was implemented with of two variables uses of social media, time spent of social media and the dependent variable is academic achievements. This study eliminates the empirical knowledge gap in the Kaluwanchikudy area regarding this topic. Using a structured questionnaire, the data was collected from 400 students of selected in schools in Kaluwanchikudy and the collected data was analyzed by using descriptive statistics, correlation regression analysis.

The findings reveal that the uses of social media, time spent of social media in high level among the respondents and academic achievements also high level among the respondents. The analysis stated the moderate positive relationship between the uses of social media and academic achievements, the strong positive relationship between the time spent of social media and academic achievements. Uses of social media, time spent of social media are positively impact on academic achievements.

Keywords: Uses of Social Media, Time Spent of Social Media, Academic Achievements.

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