

The Impact of Social Media on Students' Academic Behavior

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Abstract— This study focused on the influence of social media on students' academic behavior, laying the groundwork for an intervention program aimed at cultivating positive academic conduct. 26 Grade six students and 4 selected Grade six teachers from Eduardo Lee Chan Memorial School, Magallanes South District participated in this descriptive research. By utilizing the tools, both students and teachers were empowered to self-assess the impact of social media on their academic behavior, using selected purposive sampling techniques paving the way for transformative interventions. Hence, this study aimed to investigate the impact of social media on student's behavior. The researchers sought to highlight the impact of social media, through the use of frequency count, percentage, rank, and weighted mean. The results revealed that when students interpret the use of different social media platforms, Facebook and YouTube are the most widely used social media platforms among students and teachers. The most influential in students' class participation is the educational content on social media. The data emphasized the significant impact of educational content on social media in enhancing students' learning experiences. In terms of accomplishing homework, using social media facilitates communication with students when one is unable to complete an assignment or requires assistance with a difficult most frequent activity, this highlights the importance of peer support and collaboration in academic success, as students rely heavily on their classmates for assistance and information sharing. The highest weighted mean of 4.23, with a descriptive rating (VD) of "Agree," indicated that social media significantly enhanced comprehension of academic concepts. Social media content is seen as beneficial for providing concepts for homework and gathering information for projects. The most prevalent challenge, with rank 1 reporting it, is the limited availability of academic content related to their specific topics or lessons. Thus, the study recommended improving social media engagement and promoting students' desirable academic learning behavior through an intervention program that has been designed.

Keywords— social media; academic behavior; intervention program.

I. INTRODUCTION

Social media is a huge part of how students interact with the world today. Social media also changed the dynamics in which students interact, find information, and manage their time. The Western philosopher John Dewey said that education is the process of living through a common reconstruction of experiences. According to Suryadi, R. (2020), students' behavior in public schools is different from the students' behavior in isolated schools. In public schools at town students are facilitated by many tools for learning whether it is from the environment or everything else, they got less facilitated either from home school. Learning behavior is a substantial portion of learning where the outcome appreciably depends on instruction quality and behaviors academic, displayed by students that get compiled from global influence such as social media.

According to the literature of Amposah, M., O. (2019), learner behaviors are important in the classroom, it is to be noted that good learning is multifaceted, encompassing a range of cognitive and metacognitive

behaviors. The need for learners to learn continuously should be given attention, is needed to develop their interest in communication technology, especially in the use of the Internet. Students must know how to utilize the use of technology. Social media is a revolution in the student's learning, and behavior stands to be as well involved with taking actions of different kinds. Students spend more time communicating through social networks, hence the increasing relevance of such work. It allows students to exchange ideas and social support from others, which gets them closer in terms of distance and relationships with people acting as individuals. Research into the ways social media may impact students could have an academic effect on how they act. The research then further narrows it down to exploring the effect of social media on student's academic behavior. Miao, C. & Xin, D. (2022), stated that social media has become an essential element of individuals' lives, including students, in today's world of communication. It can have a significant impact on changing the academic behavior of students, considering the increasing influence of social media and its

integration into their lives. As described by Iwamoto and Chun (2020), when students are affected by social media posts, especially due to the increasing reliance on social media in life, they may be encouraged to begin comparing themselves to others or develop unrealistic expectations of themselves or others. This suggests that social media also has a potential impact on the academic behavior of students.

Moreover, students should become open-minded and self-directed, as social media is the most updated use of students and a current phenomenon. Many people are concerned about how social media impacts academic behavior. It's important to recognize that social media has a darker side within technological evolution, affecting the real values of life, especially among students. Social media comes in many forms, such as Facebook, YouTube, WhatsApp, Instagram, WeChat, TikTok, and Twitter, and is extensively used for communication and interactions. However, excessive use of social media can lead to poor academic behavior and addiction. What students see and hear on social media can greatly influence their academic performance, making it a major distraction for the current generation.

Social media is about connecting with other persons or individuals and building relationships. It not only allows you to hear what people say about you but enables you to respond. It makes an incredibly powerful tool for spreading ideas and communicating with one another. Sometimes it has a positive impact on the students which encourages discovery in education, broadens your knowledge in a particular field, and builds your professional network by connecting with other professionals, social media offers enormous educational resources. As of January 2023, there are 4.76 billion active social media users around the globe, which means about 59% of the total global population uses social media, according to Buffer.

The University of South Florida believes, that social media have benefits but they always decide which platform is right for the students and it is important to be aware of emerging social media sites and understand how they could fit into the social media sites. With this study, the students should be aware and know the consequences of social media brought to them. Students should indeed select the best-fitted social media for them to avoid unnecessary actions, especially in their academic behavior. Social media provides students with multiple ways to connect virtually with others such as

family, friends, teachers, and members of interest groups, even strangers. The younger generations can keep up with the fast pace of social media use. Students can access social media platforms freely.

However, they may contain a user-friendly, while there are age restrictions and terms required for the students. To ease of access makes it difficult to know, either excluded from using social media or by limited access to technology, students must understand the complexities and how social media use safety. Even it serves as a medium for learning academically sharing different perceptions, views, and ideas from other individuals like tutors who have common interests in the subject areas. Students must be aware of and avoid the non-pedagogical alignment of the subject matter.

The role of social media in education plays an important role in every student's life, such as online classes, and has become a bulletin board where you can get information about the classes. Apart from that it also provides a great platform for the teachers and students to interact. The student can also expand their horizons by getting in touch with teachers and gaining more knowledge. It helps to showcase your skills and share knowledge and also enhance the students' vocabulary and enrich their reading skills whenever reading the articles from the social media. It is essential to use social media responsibly and be mindful of the content shared and consumed, ensuring that promotes a positive and inclusive environment. Ankita Pathak (2022) the role of social media and scope of awareness to the students, with the use of social media, in just one search you will know all about the exam, subject, or your particular interest. Social media impacts the academic behavior of students, depending on how the students deal with social media.

Fernandez, A. (2016), stated that the great philosopher of communication theory Marshall McLuhan, said, "The new electronic independence re-creates the world in the image of the global village." This global village refers to the interconnectedness of one another and has emerged as a new media technology in education. However, like other things, the social media picture is not this good all the time, there are some negative aspects that parents and teachers must understand the importance of timely monitoring of students. Excessive social media use can disrupt the student's sleep patterns and poor concentration during class hours, which can lead to a negative effect on academic behavior.

The academic behavior of the student may suffer as a result of the popularity of social media. Some students spend too much time on social media instead of looking for their assignments or reading books they must prioritize interacting on social media platforms, it becomes unproductive in the classroom because of their time management on their study time. Additionally, Regasa, & Ettisa. (2023), cited that Tiktok is a popular social media platform throughout the world, and the effects of Tiktok on various aspects of students' lives, including academic performance, mental health, social interactions, and overall well-being. However, it provides risks with full potential influence on students. They are easily distracted from their studies by the endless scrolling of TikTok and Facebook which communicate with each other. Also, the students' ability to concentrate on doing their homework and their study habits, which are difficult to retain in the lesson, and attention on academic worksheets may hampered by the pleasure of using social media.

This study highlighted the potential for students to enhance their time management skills, which can lead to more effective learning experiences. By turning off their phones, students can minimize distractions and improve their concentration on academic subjects. Our behaviors are influenced by various interactions and experiences, forming the basis of our attitudes and actions. In this context, behavior can be seen as a reflection of our responses to different situations. A student's actions are closely linked to their mindset and awareness. By applying the principles of behaviorism, students can learn to transform their thoughts and actions positively. Embracing these changes can empower students to reach their full academic potential and cultivate a more productive learning environment. Based on the National University behaviorism education, or behavioral learning theory is a branch of psychology that focuses on how people learn through their interactions with the environment. It is based on the idea that all behaviors are acquired through conditioning, which is the process of reinforcement and punishment. According to this theory, learning is the change in observable behavior that results from experience.

Additionally, behaviorism emphasizes measurable outcomes, allowing educators to assess student progress and tailor instructions. Teachers provide a structure for the student's information and assistance they need to learn successfully. Communicating clearly and responding consistently to the students' academic behavior, offering help and support to those students

who struggling, and adjusting the teaching strategies to individual differences pertain to Wentel, K., (2023). It pertains to educators or teachers monitoring their student progress, especially on the academic behavior of the students. Sometimes some students have low self-esteem in terms of using social media because of the different feeds that they encounter.

Changes in academic behavior and learning style generally occur as a result of interaction and communication with the surrounding environment and experience, if the students fail to use the social media platform, and leads to cyberbullying which will affect the academic behavior of the students, and may this student will apply their experience to their classmates. This can be negative or positive which is carried out on social media, so social media has a big impact and has the potential to change the academic behavior of the students in Garut Regency. Another factor is the comparison with the lives and grades of their classmates posted on social media. Students become unhappy with the results that they make which leads to less self-esteem and sometimes psychologically leads to depression. Sometimes students engage in violent games which increase violent tendencies that will affect their academic performance and change their academic behavior. This social media has a huge effect on the students especially on the attitudes, perceptions, and reactions of individuals. By acknowledging the impact of social media on students' academic behavior implementing the possible strategies and interventions to mitigate these effects, can help students achieve their full potential in the rapidly changing digital world.

This research will find out that the impact of social media on students' academic behavior is a source of debate. Even though social media may be a source of distractions and less focus on academic matters. The students must be aware of how they use the internet and work to make social media an asset to their study rather than a distraction. Therefore, social media hurts the students, especially those who spend too much time using different social media platforms, it has a negative side that affects the study time of the students. The student may be addicted to using social media because of the entertainment and popularity without knowing that their behavior constantly changing based on what they see or influence them in terms of imitating and applying for themselves. The academic behavior of the students can be affected in negative ways, which leads to failures. That is why every parent should be aware of their child's academic behavior and be worried about

their student study habits. Therefore, this research ascertains the impact of the different social media platforms on students learning and academic behavior.

On the other hand, students can shape their future education and continuously navigate modern platforms to explore the role of social media in enhancing learning and to have a better understanding to use it as an effective learning tool. Director Sadsad, G. (2021), recently issued a memorandum calling public school officials and personnel in Bicol to be extra cautious in using social media and online communication platforms and encouraged them to use them to improve service delivery, efficiency, and productivity, especially in this time of crisis. As educators, we should be more conscious of our sphere of influence and only engage in online discussions if we can add value to discourse.

The platforms become powerful and help students be redirected toward educational purposes. However, when it comes to the academic learning of the students using social media, there must be specific values and features as a key aspect of learning, to ensure that knowledge is not just passed from educator to students, but rather shared among peers through discussion, participation and debates social media is an educational tool due to many beneficial qualities for students such social interactions, improving skills, assessment and sharing information's that played a significant role in learning process of the students. It can also provide opportunities for students to connect with a diverse array of people towards teachers and foster open conversation about responsible social media use, they can guide students to leverage social media for academic growth while managing its potential negative effects.

Ansari, A., J. & Khan, N. (2020), said that with social media's rise, students can now share common academic goals and attitudes, collaborate with classmates, and engage beyond physical forms through communication and interactions. However, the increasing reliance on and excessive usage of social media has also raised concerns about its impact on students' academic behavior. While social media offers numerous benefits, including increased connectivity and access to information, educators and parents need to be aware of its potential negative impacts on students' academic behavior. It is important to recognize that the use of social media can lead to changes in students' behavior, both in terms of its effects and influence on academic performance.

This research emphasized the significance of the impact of social media on students' academic behavior. By understanding these effects, researchers can develop strategies to promote responsible social media use, encouraging students to balance their online activities with their academic responsibilities as part of their learning journey.

Generally, this study focused on the impact of social media on students' academic behavior. Specifically, this study answered the following questions:

1. What are the different social media platforms used by the students?
2. What is the impact of the different social media on student's learning and academic behavior?
3. How do social media platforms influence academic behavior?
4. What are the challenges encountered by the students in using social media that affect their academic behavior?
5. What possible interventions in social media engagement or use can be proposed to promote learners' desirable academic behavior?

II. METHODS

This study employed a descriptive research design to investigate the influence of social media on students' academic behavior. According to Dovetail and Heath (2023), descriptive research can gather quantifiable data for statistical analysis of a population sample. This study determined the different social media platforms used by the students, the impact of the different social media on student's learning and academic behavior, social media platforms influence academic behavior, and the challenges encountered by the students in using social media that affect their academic behavior.

The study used a descriptive research design, which is a powerful tool for gathering information about a specific group or phenomenon, as described by Shrutika Sirisilla (2023). In this study, descriptive research was used to examine the impact of social media on students' academic behavior. By making observations, comparing, and analyzing, the study aimed to develop knowledge concepts and provide solutions to critical issues. Additionally, possible interventions for promoting desirable academic behavior through social media engagement were proposed. A group discussion was organized for students and teachers to discuss the goals and purpose of the survey guide questions. Informed consent was obtained from the participants

before the discussions began, ensuring they were fully aware of their roles as respondents.

Additionally, they were informed that their responses would be kept confidential and that the results would be treated with care. Purposive sampling was utilized in this study. It refers to a group of non-probability sampling techniques in which units are selected because they have characteristics that you need in your sample. In other words, units are selected “on purpose” in purposive sampling (Nikolopoulou, K. 2023). This study used a convenience sampling technique in determining the respondents of the study which happened to be the most accessible to the researcher and at the same time purposive sampling selected samples that were most useful to the purposes of the research.

The proponent of the study used a different kind of statistical treatment for the analysis and interpretation of data to give assurance to the accuracy of responses, findings, and conclusions to the problem raised in the statement of the problem of this investigation. Frequency count and percentage were used to interpret the use of different social media platforms by the

students and frequency count and rank to interpret the possible impact of social media on the academic behavior of students in Students’ class participation and Accomplishing homework. The weighted mean was also used to interpret the social media platforms influence the academic behavior of the students. Frequency count and percentage were used to interpret the challenges in using social media that affect academic behavior.

III. RESULTS

This section aims to present statistical data related to the statement of the problem. It includes the findings, analysis, and interpretation of data gathered from the respondents. The data presentations were done through tables and corresponding discussions to make them clear and understandable to the reader. This distribution underscores the necessity of prioritizing student feedback in any subsequent analysis or decision-making processes. It highlights the importance of addressing the specific concerns and suggestions of the students, as they are the primary stakeholders in the educational context being studied. Balancing this with the teacher’s professional insights can lead to more effective and comprehensive educational strategies.

Table 1.1 Different Social Media Platforms Used by the Students

Social Media Platforms	Frequency	Percentage
Facebook	24	92.3%
YouTube	24	92.3%
Messenger	23	88.4%
TikTok	22	84.6%
Instagram	11	42.3%
Pinterest	10	38.4%
Snapchat	10	38.4%
WhatsApp	8	30.7%
X (Twitter)	5	19.2%
Wikipedia	5	19.2%

The data reveals the prevalence of various social media platforms among students, highlighting their preferences and usage patterns. Facebook and YouTube are the most widely used platforms. This aligns with the observed data, reinforcing the idea that social media habits are shaped by both individual needs and broader social influence.

The respondents find these social media platforms enjoyable because they offer various features that are helpful to students. Supporting studies, such as those by the Pew Research Center, show similar trends were

platforms like YouTube and TikTok dominate among teens due to their engaging content and ease of use. Furthermore, research indicates that social media usage patterns are influenced by demographic factors, with variations in platform preference based on age, gender, and ethnicity.

This aligns with the observed data, reinforcing the idea that social media habits are shaped by both individual needs and broader social influence. The respondents find these social media platforms enjoyable because they offer various features that are helpful to students.

Table 2.1 Impact of Different Social Media on Students Learning Academic Behavior

Students' Class Participation	Frequency	Rank
Education content on social media helps to actively participate in class discussions.	28	1
Social media apps for learning introduce a desirable behavior that improves academic performance.	23	2
Social media platforms enhance student motivation and promote skills like creativity for active class participation.	13	3
Comments on my schoolwork help students to improve their participation in class discussions.	8	4
The number of likes posted on schoolwork propelled students to share that schoolwork during class discussions.	4	5

Social media has become crucial to students in their learning. It becomes an essential factor in how students change their academic behavior. The potential to positively impact the students on how to interact, get enough information, and share educational material beyond academic learning. Teachers can empower students to navigate the real digital world by providing these resources and education. Despite the drawbacks, social media offers several positive impacts on the academic behavior of the students, wherein the students are eager to discover more ideas and thoughts through the use of different social media platforms. 2022 reported by the Center for Digital Education highlights the educational potential of social media, emphasizing the importance of fostering digital literacy skills and promoting responsible social media use among students.

(Center for Digital Education, 2022). Working together can foster students' success in the digital environment.

The ranking based on frequency counts shows that educational content on social media is the most impactful. These data underlined the significant role of social media in enhancing students' academic engagement, motivation, and performance. The results emphasized the profound influence of social media on students' learning experiences. Educational content on social media platforms emerges as the most impactful, suggesting that students are highly engaged with and motivated by the accessible and relatable nature of these resources. This engagement likely translates into better academic performance as students are more inclined to explore and absorb information presented in a familiar and interactive format.

Table 2.2 Impact of Different Social Media on Students Learning Academic Behavior.

Accomplishing Homework	Frequency	Rank
Social media facilitates communication with students when one is unable to complete an assignment or requires assistance with difficulty.	24	1
Social media apps enhance educational accessibility by offering more learning by providing students with review materials.	23	2
Easily complete assignments and lessons by participating in group discussions and conducting research through educational media access.	22	3
Social media platforms provide quick updates and reminders to students like submission of projects and assignments.	12	4
Social media website platforms are used as teaching and learning tools that assist in communicating and addressing difficulties encountered while completing homework assignments.	7	5

The results stressed the multifaceted role of social media in enhancing students' academic engagement and performance. Social media facilitates communication with students which fosters collaboration and peer support, which are crucial for understanding complex topics and completing group projects. This interaction helps students share resources, discuss ideas, and provide mutual encouragement, leading to a deeper

comprehension of the subject matter. The data presented indicate that the impact of different social media platforms on students' learning and academic behavior can be categorized into two main areas: Students' Class Participation and Completing Homework. The focus of this analysis is on how social media influences these aspects of students' academic behavior.

Table 3.1 How Social Media Platforms Influence Academic Behavior

Indicators	WM	VD
Social media enhances comprehension of academic concepts.	4.23	Agree
Social media content offers guidance for homework assignments.	4.16	Agree
Social media supplies valuable information for project-making.	4.16	Agree
Social media has become an essential platform for collaboration.	4.00	Agree
Social media improves academic performance.	3.66	Agree
Social media platforms serve as crucial tools for communication and learning.	3.63	Agree
Social media fosters skill development and creativity.	3.60	Agree
Social media contributes to achieving desired academic grades.	3.30	Undecided
Social media supports knowledge sharing and student engagement.	3.20	Undecided
Social media can distract from studying.	2.90	Undecided
Average	3.68	Agree

In today's digital era, social media platforms have become significantly influential in shaping students' academic behaviors with easy access to peers, resources, and information. Social media offers a powerful tool for enhancing academic communication. However, this influence highlights the positive aspects of social media that promote more balance in productive academic life. As education evolves in the digital age, it is essential to recognize that social media does not directly harm academic performance. Instead, it is a potent instrument that, when used wisely, can promote engagement, cooperation, and personalized learning experience according to Adalakun, N., O. (2023). Teachers may help students harness the promise of social media while accomplishing goals by understanding the dynamics at work and supporting ethical usage. These findings suggest that social media can influence students and

teachers, significantly enhancing understanding. It is recognized as a valuable tool in classroom settings, making learning enjoyable and inclusive. Additionally, social media serves as a collaborative support platform and generates new ideas and access to information. Consequently, it can be valuable for academic engagement and sharing materials. Therefore, social media can be valuable tools for academic engagement and resource-sharing. Overuse of social media can significantly distract from academic performance and behavior but at the same time, it can make entertainment to relieve stress from the school activities. This dual impact emphasizes the importance of using social media in a balanced and mindful manner within academic settings. The key is to find balance – leveraging the positive aspects of social media while implementing strategies to minimize distractions.

Table 4.1 The challenges encountered by the students in using social media that affect their academic behavior

Social Media Platforms	Frequency	Rank
Limited academic content related to the topics or lessons that I need.	25	1
Poor internet connections.	24	2
Students can rely on inaccurate information, leading to misunderstandings of subjects.	20	3.5
Some contents are wasting time and leading to unproductive academic behavior.	20	3.5
Social media poses a risk of distraction and misuse, such as tempting individuals to engage in non-educational activities.	19	5
Some contents are not within the levels of understanding.	18	6
Some educational social media applications require payment.	17	7.5
Some social media platforms lack educational pedagogical alignment	17	7.5
Engaging in social media requires money.	16	9
Some apps are complicated to navigate.	15	10

Social media offers many benefits to the students and teachers of Eduardo Lee Chan Memorial School. However, students encounter challenges when using social media. According to Mwiinga, T. (2016), those challenges encountered in the use of social media for

educational purposes revealed that students felt that incorporating the tools for education in teaching style and students should be encouraged to use applications for educational purposes. Challenges arise when social media are incorporated into academic behavior.

While social media provides several educational benefits, such as facilitating group discussions and improving access to resources, it also presents significant challenges that can adversely affect academic behavior. This suggests that social media can positively affect students' academic behavior if used smartly and judiciously. However, using carelessly and without awareness can affect students' overall academic performance, thus endangering future data and highlight several challenges that students face when using social media for academic purposes. Statistically, the frequency counts and percentages indicate that a significant majority of student's encounter issues that hinder their academic behavior. These practical challenges further limit the effective use of social media for academic purposes. Overall, these results indicate that while social media has the potential to support academic behavior, significant barriers need to be addressed to maximize its benefits.

IV. DISCUSSIONS

In today's interconnected society, the impact of social media on students' academic behavior is increasingly pronounced. The evolving landscape of modern education, shaped by a diverse range of social media platforms, has provided students with unprecedented opportunities to expand their knowledge and learning experiences. While acknowledging the potential negative effects, this study concentrates on exploring the specific ways in which social media positively influences academic behavior.

Social media has become a vital part of students' lives. It is now seen as a learning platform that enhances student engagement and capabilities in schools. These platforms offer an opportunity to connect, access information, and conduct research. Through the use of social media, students are motivated to learn and develop their educational skills. It also helps to boost students' creativity and increase their knowledge through participation and discussions. Social media provides access to a wide range of educational content and news for enhancing learning. Students learn new skills, share their creations, and connect with others.

In addition, social media platforms have served as valuable resources for students to develop a wide range of skills, such as communication, digital marketing, and networking, thereby opening up new and diverse career opportunities. Students must use social media responsibly and moderately to harness its full potential for personal and professional growth. The influence of

social media on students' academic behavior had a major impact on their learning. The key for students is to strike a balance by leveraging the positive aspects of social media while minimizing its negative influences. Educators and parents can play an important role in guiding students to use these social media platforms responsibly to improve their academic behavior, thus this study entitled, *The Impact of Social Media on Students' Academic Behavior*, was conducted.

This study employed the descriptive research design, and the data from the respondents were collected through the conduct of a survey using a questionnaire checklist, Likert scaling, and unconstructed interviews.

Involved in this study as sampled respondents were the 26 Grade 6 students and 4 Grade 6 teachers of Eduardo Lee Chan Memorial School, School Year 2024-2025. The statistical measures used in treating data included the Frequency count, percentage, ranking, and weighted mean.

V. CONCLUSIONS AND RECOMMENDATION

Based on the findings, the following conclusions were drawn. (1) Facebook, YouTube, Messenger, and TikTok are the most frequently employed social media platforms among sixth-grade students. (2) Social media significantly influences students' academic behaviors, enhancing class participation and homework completion. By providing engaging educational content, it encourages active involvement in class discussions and fosters collaboration. Additionally, social media offers a platform for students to seek help from peers when facing challenges with assignments, ultimately leading to improved academic outcomes. (3) The majority of respondents highlighted the positive influence of social media on the educational landscape for both students and teachers. They emphasized that when used effectively, social media can serve as a valuable tool for enhancing understanding and facilitating communication, ultimately enriching the learning and collaboration in the learning process. (4) The top issues encountered by students in using social media that affect their academic behavior include the most prevalent challenge, which is the limited availability of academic content related to their specific topics or lessons. Another is dependency on social media poses a risk of distraction and misuse, such as tempting individuals to engage in non-educational activities. Then some educational social media applications require payment. (5) An engaging social media intervention program designed to collaboratively

involve parents, students, and teachers in promoting desirable academic behavior among students.

Based on the findings and conclusion of the study presented, the following recommendations are suggested: (1) Encouraging students to use social media platforms responsibly while improving their academic performance with guidance from parents and teachers. (2) A remarkable part of the students' learning regarding the impact of social media platforms is directed toward the enhancement of student's academic behavior. (3) Since social media helps students in their academic tasks, Teachers integrate social media into learning, However, Parents should be monitored and encouraged to keep an eye on their children's responsible usage. Students should be reminded to prioritize academic goals before engaging in social media. (4) The proposed intervention program is designed to foster responsible social media use and promote positive academic behaviors among students, ultimately contributing to their overall development and success. (5) Educate, support, and empower parents, students, and teachers to collaborate in achieving academic success. By promoting responsible social media practices and utilizing it as a tool for enhancing academic behavior. (6) For further advancement of this study, parallel studies in different levels both elementary and high school are highly recommended.

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