

**SOCIAL MEDIA DEPENDENCY AND ITS INFLUENCE ON
ACADEMIC OUTCOMES: A STUDY OF INSTAGRAM
ADDICTION AMONG THE YOUTH IN KERALA**

Project Report

Submitted by

ASNIM K SIDHIK(SM23JMC004)

Under the guidance of

Ms .Nikitha Shaji Thomas

In partial fulfilment of requirements for award of the degree

Of Master of Arts

St. Teresa's College (Autonomous), Ernakulam



College With Potential for

Excellence Accredited by NAAC with 'A++'

Grade

Affiliated to

Mahatma Gandhi University

Kottayam-686560

March 2025

CERTIFICATE

I hereby certify that this project entitled "**SOCIAL MEDIA DEPENDENCY AND ITS INFLUENCE ON ACADEMIC OUTCOMES: A STUDY OF INSTAGRAM ADDICTION AMONG THE YOUTH IN KERALA**" by **ASNIM K SIDHIK** is a record of bonafide work carried out by her under my supervision and guidance.



Date: 26/03/2025

Ms. Nikitha Shaji Thomas

Department of Communicative English

St. Teresa's College (Autonomous)

Ernakulam



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DECLARATION

I, **ASNIM K SIDHIK**, do affirm that the dissertation "**SOCIAL MEDIA DEPENDENCY AND ITS INFLUENCE ON ACADEMIC OUTCOMES: A STUDY OF INSTAGRAM ADDICTION AMONG THE YOUTH IN KERALA**" submitted in partial fulfillment of the requirement for the award of the Master of Arts in Journalism and Mass Communication has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

Date: ASNIM K SIDHIK

SM23JMC004

MA Journalism and Mass Communication

Department of Communicative English

St. Teresa's College (Autonomous)

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CERTIFICATE

I hereby certify that this project entitled "**SOCIAL MEDIA DEPENDENCY AND ITS INFLUENCE ON ACADEMIC OUTCOMES: A STUDY OF INSTAGRAM ADDICTION AMONG THE YOUTH IN KERALA**" by **ASNIM K SIDHIK** is a record of bonafide work carried out by her under my supervision and guidance.

Date: Ms. Nikitha Shaji Thomas
Department of Communicative English
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ASNIM K SIDHIK

ABSTRACT

In the present day digital landscape , social media platforms like Instagram has become one of the most used and widely popular platform among the youngsters . This study is done to examine the effects on academic outcomes mainly academic grade points ,time management and academic procrastination due to the dependency and addiction on Instagram platform among the young individuals .

Drawing on the Displacement Theory , which indicates that how excessive usage of these platforms like Instagram can displace other academic activities which had prime importance . The time which is assigned for academic duties or tasks is displaced by spending more time on social networking sites like Instagram. Using a survey based questionnaire ,data was collected to analyze the study habits and their effects on the academic outcomes. The relation between Instagram addiction and academic performance is inferred based on the responses. The findings of the study shows that Instagram Dependency can effect the academic outcomes among the youngsters.

Keywords: Instagram addiction, Academic performance, Time management , Procrastination .

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CHAPTER 1

INTRODUCTION

Social media is now an integral part of our daily lives where we all depend and spend a significant amount of time on these platforms. The media is a powerful and persuasive force capable of shaping public opinion , influencing behavior , and controlling social trends . It has revolutionized communication, entertainment and other activities too . As studies prove that social networking sites are widely used by youngsters and they are the ones who are more depended and spend more time on these platforms . Studies prove that Instagram is one of the widely used platform among these social networking sites and it has a wide range of active users who are youngsters , due to its interactive features, infinite scrolling , wide variety of contents , also they could connect with each other from any part of the world .

Even though Instagram provides a wide variety of features , it raises concern on addiction and dependency of youngsters who spends more time in these platforms . This addiction can effect the academics of these individuals in a way where they have the tendency to procrastinate their works and duties and keep it aside to do it later. This study mainly explores on how these individuals are more addicted in these platforms and how it later on will effect them. Basically they replaces their prime important duty with something less important or even unnecessary. Young people often spend excessive time on

Instagram , prioritizing it over their responsibilities. With the study we could see how this Instagram platforms steals their capability to do some work or even how it delays their day to day responsibilities. These responsibilities have to be done on time to ensure maximum participation as well as commitment and being punctual to the works.

Procrastination is an act which is related to the Instagram addiction , as they will have the tendency to procrastinate and keep aside their works for some other time , this will only lead to a decrease in grade points and effects their academic outcomes. The results or grade points of that individual will not be the full potential of that person, it can be due to irregular time management or even doesn't know to manage both , so that it doesn't effect anything. But these young demographic , only tend to spend more time even though they don't want to . It will be only just a five minute scroll that will lead to infinite scrolling. Instagram steals the time of these individuals by indulging them in activities which are of keen interest to them. Instagram also has wide variety of features which they tend to spend , even Instagram helps us to connect with others, this feature often leads endless chatting and connecting with others . These acts may lead an individual to delay their works , assignments or duties .

The study gave prominence to the current generation of youngsters Instagram addiction and the direct effect on academic outcomes rather than long term focus. Hence this study mainly seek to understand how instagram addiction can effect the academic outcomes of youngsters in kerala.

1.1 THEORY

The concept used in this study is related to Displacement theory principle. Displacement theory is basically which describes how one activity which can be considered as prime importance is replaced by some other kind of activity. This theory is a significant and laid foundation for this research on social media dependency. That is the time which is assigned for academic duties or tasks is displaced by spending more time on social networking sites like Instagram. Hence it may lead to incomplete academic tasks, effect our time management , incomplete works and effect the grade scores among youngsters. Instagram's features , infinte scrolling and due to other factors , they spend more time on these platforms and this practice leads to procrastination and even delaying other duties. Hence Instagram's time consuming nature create an act of procrastinating the responsibilities among the youth .

1.2 OBJECTIVES

The primary objective of the study is to understand how social media platform like Instagram can influence the academic outcomes among youngsters.

Specifically , the study aims to:

- * To examine the relation between Instagram addiction and academic performance.
- * To identify whether the widespread Instagram addiction among youth effects their productivity.
- * To examine how Instagram usage can effect the academic grade points , time management and how it leads to procrastination.

1.3 STATEMENT OF THE RESEARCH

The rapid growth of social media networking sites , especially Instagram, has had a huge impact on the lives of young individuals. Although Instagram is a platform which is been used for entertainment, to communicate with other people and even to express ourselves , excessive use has raised concerns about addiction and its detrimental effects. Instagram's addictive design encourages longer engagement, often at the expense of other things like academic activities, due to its rapid reward features and limitless scrolling.

For students, who make up a significant portion of Instagram's user base, this reliance can lead to problems like less study time, procrastination, and decreased academic achievement. The increasing prevalence of Instagram addiction among young people highlights how important it is to understand how it impacts their

academic performance. Hence the study aims to find how Instagram addiction will effect the academic performance among the youth in kerala.

1.4 NEED FOR THE STUDY

Social networking has been established into the everyday life of most of the youngsters in this digital age . Instagram stands out among the many platforms because of the unique features and other contents they display. The contents which are shown will be visually appealing for many of them which makes them spend even more time in these platforms . Also these platform help them to connect with people worldwide. But due to its excessive use and addiction, it can effect some of our other action too. Instagram use has raised worries about dependency , which is commonly known as Instagram addiction. Students should be particularly concerned about this dependency since it impairs their capacity to concentrate, manage their time, and succeed academically. As the studies claim that the students are the ones who spend more time in these platforms , it is important to make them aware about the consequences and solutions. This study can help these young individuals to manage between Instagram dependency as well as managing their academic tasks and duties on time.

1.5 SCOPE OF THE STUDY

This research will encompass an evaluation of how Instagram addiction can effect the academic outcomes among the youngsters of age 18 to 25. This age group is chosen based on the demographics as these youngsters are represented and seen as active users of the Instagram platform. This study deals to find with all the activities they spend time for in Instagram and also this study identifies how this Instagram addiction can effect among the youth in Kerala. By specializing in Instagram, a platform which is broadly famous among the young demographics, this study provides us insights on how social media can cause addiction which can later effect our academics and how these affects may be correctly managed.

1.6 LIMITATIONS OF THE STUDY

*Limited to Instagram use : Focusing only on Instagram platforms can be a limitation of the study where other social media platforms can also effect the youngsters which results in a decreased academic focus.

* Online Survey : Doing a survey through web can be biased , as youngsters who have keen interest in social media maybe the only ones who participate and fill up the survey.

*Short Time period : Restricting the study's timeframe might allow only to know a brief idea on how Instagram addiction results in effecting the academic outcomes.

*Sample length : The sample length of a hundred and eighty participants may not lead to the accurate conclusion of the study.

*Potential Cofounding : Other factors may also effect the youngsters to delay their works like personal issues or any other factors . The extra variables may effect the outcomes of the result.

CHAPTER 2

REVIEW OF LITERATURE

The media is a powerful source which is capable of shaping the opinion of the public as well as influencing their behavior too and even controlling the social trends. Social media is an online platform that basically helps people to connect worldwide through the sending and receiving of audio, video, and messages. The dependency on these platforms can cause addiction among the youth. Nowadays electronic devices like Mobile phones have contributed to an increased use of these platforms. Instagram, currently the most popular platform which is used among the young generation, is “a mobile device application which is mainly designed for the sharing of lifetime moments through photos and videos in real time “(Kim et al., 2017). Instagram is a platform that has wide variety of features that attracts individuals that make them tend to spend time on it. The unique features that are available in Instagram makes it more popular platform among the young individuals.

Spending a lot of time on Social Networking Sites (SNS) including Instagram has become a part of young people’s daily routines (Foroughi et al ,2021). The use of Instagram has become an integral part of daily life for the younger generation. They often spend significant amount of time scrolling through the platform, which offers entertainment, various activities, and opportunities for

social connection. Young people often spend excessive time on Instagram, prioritizing it over their responsibilities. With the study we could see how this Instagram platforms steals their capability to do some work or even how it delays their day to day responsibilities. These responsibilities have to be done on time to ensure maximum participation as well as commitment and being punctual to the works. Instagram has been used as platform mainly for entertainment purposes among the youngsters . They like to spend most of their time to view reels and post on their feeds and even to connect with others. Hence it may steal their real time that has been allocated for their study purposes . This can cause and lead to several other consequences too. These youngsters spend more amount of time in these platforms like Instagram and take it leisurely too. This habit leads to procrastination, delaying their work or studies until the last moment , which sometimes results in tasks being left incomplete.

With the easy accessibility of Social Networking Sites (SNSs) via smartphones, students can spend an increasing amount of their daily time engaging with SNSs which may influence on the time that they allocate for their studies (Giunchiglia , 2018). This study mainly shows us that the more the time they engage in these platforms, the more it will have an impact on the academic side. That is chatting or scrolling or indulging even in other activities in Instagram , can deviate these youngsters from their academic activities too.

They show that the average amount of time spent as well as checking through Instagram during the study time has a negative influence on their academic performance as well as it leads to lower grade points. It's also evident from the study that the individuals with higher performance are the ones who had spent less time in these social networking sites than the ones who had spent more time. The more they avoid it, the higher will be their productivity and performance too. Hence it is seen that the productivity of an individual can get effected due to this Instagram addiction. The productive side of a youngster maybe lost and they may show less interest in their works later on.

Procrastination is basically delaying something intentionally and keeping aside our works for the sake of spending the time in something else. This activity has been seen in youngsters and an intentional delay will lead to certain consequences and effect their acts. The result of Procrastination can varies according to the individual, like it can effect their behaviour, late submission of works, delaying the study time which can lead to a decrease in grade points. Self Efficacy is another aspect where a person's confidence in their ability to carry out the actions required to achieve particular performance outcomes. It can varies from being more specific to some task or even it can be more general too. Sometimes these individuals will have that courage and confidence in them that they will be able to complete their tasks on time without losing time. Since youngsters and individuals in academic settings are

conscious of cognitive and metacognitive skills and strategies but may not be as confident in their ability to apply them to structure their learning , we think self-efficacy is crucial in understanding procrastination among these groups (R.M. Klassen et al ., 2008).

Academic credentials show that a person has what it takes , but they may not be sufficient or necessary for them to guarantee success . Imagine a new educational paradigm in which individuals do not pursue education but instead enter the workforce or seek employment right out of school without any credentials to support their claims. How would employers pick one over the other ? Students must work hard , acquire challenging skills , and gather a large deal of specialized knowledge in order to obtain good exam scores or a degree , hence academic grades are crucial . Because these qualities are essential for success in any endeavor , academic credentials are valued by employers . For a future employer, just enrolling in a reputable university shows that the student is out of the education system with enough skills and even knowledge.

These studies proves that engaging more time in these sites can effect our academic outcomes . This study investigates and focuses more on how these platforms like Instagram can effect our time management and how this kind of addiction will lead for a decreased academic focus among the youth in kerala.

2.1 DEMOGRAPHICS

Instagram was introduced in 2010 and has since become one of the most widely used social networking sites worldwide. The photo and video sharing features of Instagram enables users to visually communicate their thoughts, feelings, and experiences to their audience. Many people's everyday lives now revolve around Instagram, especially those of younger generations. It has transformed how people communicate, share information, and express themselves, and it currently has over a billion active users globally.

Those between the ages of 18 and 24 make up the highest percentage of the platform's user population at 30%, followed by those between the ages of 25 and 34 at 31%. Younger users are more likely to spend more time on these platforms like Instagram and they utilize tools like Reels, Stories, and direct messaging and many other features. These users spend an average of 30 to 35 minutes a day on the platform, according to behavioral patterns. The content preferences of these young audiences will differ according to their likes. Most of them consider this platform to connect with each other and even exhibit their skills and talents by posting reels and stories. Through this they can gain a wider reach of their performance and they eventually will have the tendency

to spend more time on these platforms rather than focusing or completing their academic works.

The gender gap is more noticeable in some places , like India , due to cultural and societal issues . Gender variations in social media usage were continuously found, with research suggesting that females are much more likely to use social networking sites than adult males (Brailovskaia and Margraf , 2016). This portrays how females are more indulged in platforms like instagram . Deeper societal factors are reflected in women's propensity to utilize Instagram more than men do. Instagram and other platforms are essential to their life because of their desire to build supportive communities , share personal stories , and foster relationships . Social ties are not merely an aspect of life for many women , they are essential . According to studies , women frequently place considerable importance on community and relationships ,which makes networking sites like Instagram the ideal way to stay connected with friends and family.

2.2 INSTAGRAM DEPENDENCY AND COGNITIVE OUTCOMES

Even if social media might improve our lives , over usage of it can result in addiction . Students frequently spend more time on these sites out of curiosity or a fear of missing out . Recent research indicates that students use social

media for many hours every day on average. This can develop into a compulsive behavior that takes away valuable time that could be spent on academic obligations.

Self esteem is when a person have assurance in their own skills and know their worth. It has been discussed in studies that self esteem has a correlation with procrastination. Individuals may tend to spend more time in social media in order to increase their self esteem and confidence. Through this they could gain enough friendships and even connect with a lot of people than in real world. Youngsters who believe in themselves are more confident in their talents and may put in more effort to achieve their goals. Self-esteem is a powerful motivator for bringing in more study time, which leads to improved academic achievement (A. Pekpazar et al , 2021). Hence students with improved self esteem can have greater achievements and can improve their academic outcomes.

Basically , Procrastination consists of the intentional delay of an intended course of action , in spite of an awareness of negative outcomes (Steel, 2007) , and it generally leads to poor performance . Procrastinating works can be even done intentionally , that the individual will have the confidence to complete the tasks on time itself but this may not be possible by every single person too. It

takes that self worth and self confidence to have that mindset to complete the works without even putting it off , these kind of people operate under time constraint and pressure . Procrastination may later result in loss of productivity , not fulfilling or completing their responsibilities or even their commitments. Students may use Instagram for a variety of purposes , such as to relax , find inspiration , or keep up with their friends . However , the straightforward goal of "just a quick check" can easily turn into an hour or longer of procrastination. Reduced academic attention brought on by an Instagram addiction can have serious consequences . When students put social media before their education , it may lead in decline of their grades. High social media use can be linked to studies and a decline in grades and a sense of overwhelm .

Similarly , the time spent on SNSs has a positive association with dedicating less attention to studies , distraction , poor time management , and lower grade point averages (Karpinski, A. C., et al ,2012) . The enormous amount of time spent on these social networking sites like instagram platforms can potentially affect each person's grade point average. That there is a correlation between social media use and academic performance is quite obvious in this study . As previously noted , social media sites have gained popularity , and young people spend a lot of time on them without realizing the implications of it . They believe they can multitask while working on a task and finish their studies or work later . However, the focus is diverted to platforms such as Instagram , and

they are unaware that the time has already passed. A student's potential will not be fully realized if they receive lower grades points in his/her studies. He or she will be capable of performing even better in their duties or making any kind of progress . However, as I previously stated , this cannot be accomplished effectively without sound time management and decision-making . According to this study , using social networking sites excessively has a negative impact on grades.

The excessive time spent on social media negatively correlates with students' academic achievements (Al-Menayes ,2015) . Spending too much time on Instagram can slow down their enthusiasm in learning and even their academic performance , which can ultimately burden young people. Afterwards , individuals can find their responsibilities challenging and concentrate less on their studies . Even if people pull out their phones and spend only five minutes scrolling through the reels, it will undoubtedly go longer than that . For the sole purpose of browsing through their feeds or even chatting or connecting with others , they continue to put off their work . In these platforms , we can become disoriented in a variety of ways . Due to the increased time which is being spent on these platforms , it can even pave way for missed due dates of work and less concentrated on their academics which can lead to lower grades than expected . The grades obtained may not be the best of that individual. Therefore , all of these studies demonstrate the youngster's academic performance would be impacted by increased Instagram addiction.

CHAPTER 3

RESEARCH METHODOLOGY

This study look at objectives to investigate on how instagram addiction can effect the youngsters and how it will lead to procrastination and later effecting the academics of these individuals. This study identifies the time spent on these social networking sites like Instagram , and how these kind of activities they indulge in will later on effect them and evaluate how the function of instagram can steal their valuable time . Also , this study aims to generate awareness among youngsters and provide them insights on this kind of addictions.

3.1 RESEARCH DESIGN

The researcher conducted a good understanding on the interest of youth in spending time in Instagram to get enough understanding to make the survey questionnaire ready. The researcher first tried to talk and understand the perceptions of these individuals to see whether they know about these. Hence this paved way for a smooth building of questionnaire . Hence this helped in the quantitative research layout to investigate on the impact of Instagram addiction on the academic outcomes of youngsters in Kerala . A quantitative technique was selected to acquire numerical records that can be analysed statistically , which provides us insights on the Instagram addiction too. The use

of a structured survey with close ended questions and proper questions , helped in generalizability of the findings. This study layout helped in the proper understanding of Instagram addiction and procrastination among the youth in Kerala.

3.2 VARIABLES USED IN THE STUDY

Independent Variables and its distribution

SI No	Independent Variable	Level
1.	Age	18-20, 21-23, 24-25
2.	Gender	Male , Female , Other

Dependent Variables

SI No	Dependent Variable
1.	Procrastination
2.	Academic grades
3.	Time Management

3.3 SAMPLE SELECTION

The study had a pattern size of 180 respondents aging from 18 to 25 and the survey was distributed through google forms via different social media platforms. This age group was selected due to the significant presence of these youngsters on instagram and their wide dependence on these platforms. The

samples was selected to ensure that all the contributors within the range of different factors like education , other locations within kerala, socio- economic statuses and other factors have been included in the study. This helped the study to get the perspectives of different individuals on the basis of Instagram.

Participants had great knowledge about what was the prime purpose of the study and even their consent have been taken before making them attend the survey . Anonymity and confidentiality of responses were ensured to encourage honest and candid response from the individuals.

3.4 DATA COLLECTION TOOL

The survey for the study was conducted through online , so that it can be easily reached to the targeted audience and also during this limited time period. As the survey was online , it could reach participants in different areas in Kerala. Participants were in a position to complete the survey at their convenience, which helped to ensure a higher response rate. As the survey was structured very well , it resulted in the smooth answering of the questions in the survey.

3.5 INSTRUMENTS USED FOR THIS STUDY

A standardized , close ended questionnaire with 20 questions was used for the survey to gather details from the participants . The researcher distributed the

google forms through online so that it could reach several locations . The questionnaire was basically divided into two sections : the first section had questions related to demographic information like age and gender and the second section was related to the things they do , the time spent on instagram and how it later effected them.

The survey also had questions related to the type of activity they indulge in while using instagram , including scrolling, sharing memes, posting and even connecting with others. A 5- point Likert scale from strongly agree to strongly disagree, was used to record the survey responses. Later this survey responses was used to determine how the Instagram addiction is related to decreased academic outcomes among the youngsters.

3.6 DISTRIBUTION OF SAMPLES

The researcher used 180 samples for the study . The samples were distributed based on demographic variables such as ' Age ' and ' Gender '.

Frequency Distribution of respondents and their Age

AGE	FREQUENCY
18-20	42
21-23	76
24-25	62
TOTAL	180

Frequency Distribution of respondents and their Gender

GENDER	FREQUENCY
Male	74
Female	94
Other	12
Total	180

3.7 RELIABILITY AND VALIDITY OF SCALES

The scales which have been used in this is to measure the impact of Instagram addiction on the academic performances among the youngsters in Kerala , which has been designed for reliability and validity. Reliability was ensured through a structured and established questionnaire with close ended questions , so that the response is clear without any fail. Before making the questionnaire , few youngsters were asked about thier opinions and perspectives on this issue, which helped in making a proper survey for the study. Also, 180 samples was taken to ensure reliability . Validity have been achieved in a way where the questionnaire was aligned in such a way which is related to the research goals and theoretical framework for the validity of the content . All these measures ensured the promptness of the survey which resulted in getting an accurate result to understand how Instagram addiction is related to the academic performance among the youngsters.

3.8 RESEARCH QUESTIONS

* How does Instagram addiction has an influence on the academic performance of the youngsters?

* Does Instagram usage leads to decreased productivity among youngsters?

* Does Instagram dependency effect the academic grades , time management or lead to procrastination among youngsters?

3.9 DATA ANALYSIS

The information which was gained from the survey was analysed with the use of quantitative methods to get to know the impact of Instagram addiction on the academic performances among the youth in kerala. Quantitative evaluation used statistical techniques to summarize the responses from the participants .

To analyse the responses to questions based on time spent on Instagram , instagram addiction which effects their grade points , then time management , all were analysed and calculated. This allowed for a proper understanding on the effects on academic outcomes due to more Instagram usage . The Likert Scale responses also analysed the usage of measures which could help us understand the degree of agreement and also disagreement.

CHAPTER 4

DATA ANALYSIS

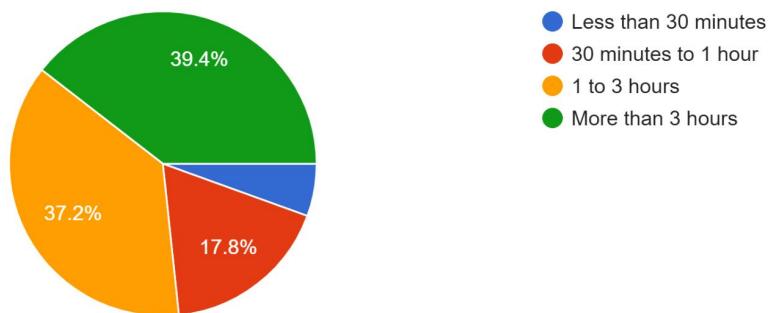
The information's acquired from the questionnaire was analyzed with the use of quantitative method to assess the effect of Instagram addiction on the academic outcomes among the youth . Quantitative evaluation uses statistical techniques to summarize the responses , which helps in easy and accurate analyzation of data.

4.1 FINDINGS

1)

Time spend on Instagram per day?

180 responses



The survey findings on the time spend on Instagram provide us with valuable insights on how much addicted these youngsters are while using this Instagram platform. The records shows us that a 39.4% of respondents spend more than 3 hours daily on Instagram , indicating every day and regular utilization. It is clear from this that a

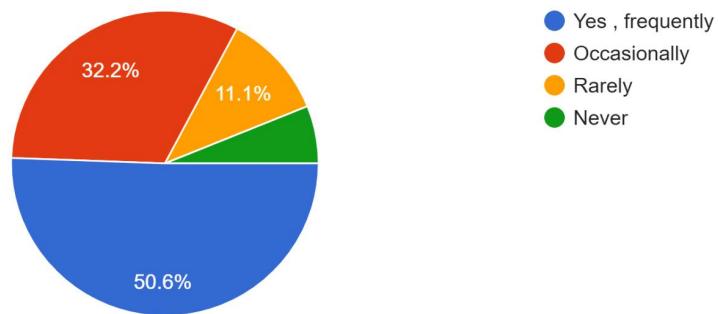
major time of each individuals day is spend on these instagram platform spending time in its unique features and infinite scrolling and also to connect with others and stay updated. However , their are 37.2% respondents who spends 1 to 3 hours daily on Instagram ,who also can be included as a subgroup who is deeply immersed in these platform . Spending more time in Instagram may later lead to decrease in their productivity and later leads to procrastinatio of their academic works or even tasks.

On the other hand , the survey shows that there are 17.8% individuals who spends less than 1 hour or even 30 minutes ,who are less indulged in these platforms and may not be distracted by Instagram's features and can concentrate more on their tasks .Overall, the findings shows us that the amount of time spent on Instagram can have an impact in completing their tasks or works.

2)

Do you check your Instagram feed during your study hours?

180 responses

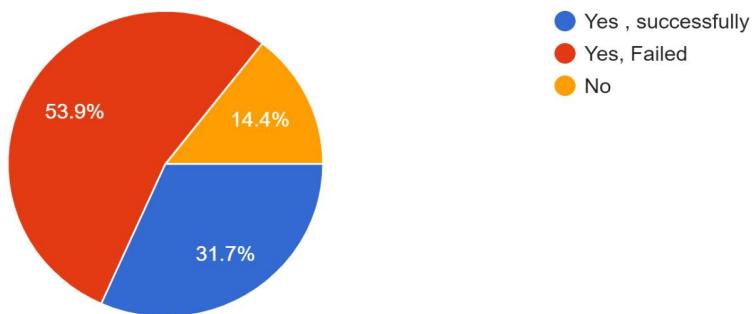


According to the survey responses, almost 50.6% of the respondents frequently check their Instagram feed even during their study hours and 32.2% of the respondents occasionally check their feeds. This indicates that these youngsters have the tendency to frequently check their feeds even if they are bound to do academic tasks. This shows that they have some kind of distraction from their studies or even completing their tasks due to more usage of Instagram. Later a 5 minute scroll can lead to infinite scrolling. There are only 11.1% of respondents who rarely check their feed during study hours. Hence, it is clear from the survey that majority of them check their Instagram feed even during their study hours.

3)

Have you tried to limit your screen time ?

180 responses



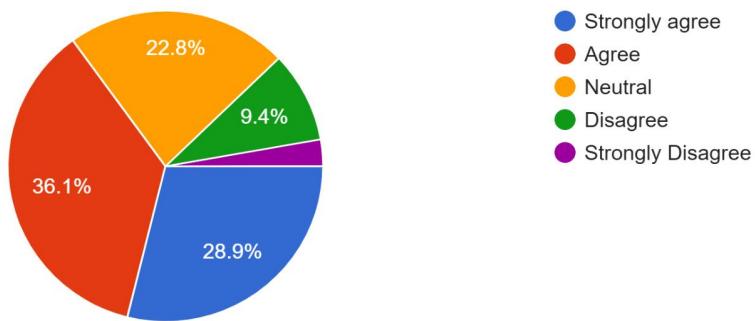
The survey findings show us that 85.6% of individuals had somehow made an attempt to limit their screen time . In that , 53.9% of respondents had failed to achieve it. Here they fail to discipline their activities and it is indeed a challenge. The other 31.7% of respondents had successfully achieved their goals and it had contributed effectively to their lifestyle. The rest of the 14.4% respondents did not even attempt to limit their screen time , they don't even bother to limit their time which could effect them later on.

The reason why many of them fail to achieve their mission is because they lack digital discipline and they tend to spend time in the unique features of Instagram and also its infinite scrolling. They can limit their time by putting reminders on their mobile phones or spend time in some other productive tasks. The findings provide us with insights that individuals are actually aware of their screen time that effects their productivity and wanted to reduce it to some extent .

4)

I often procrastinate my academic tasks due to increased Instagram usage.

180 responses



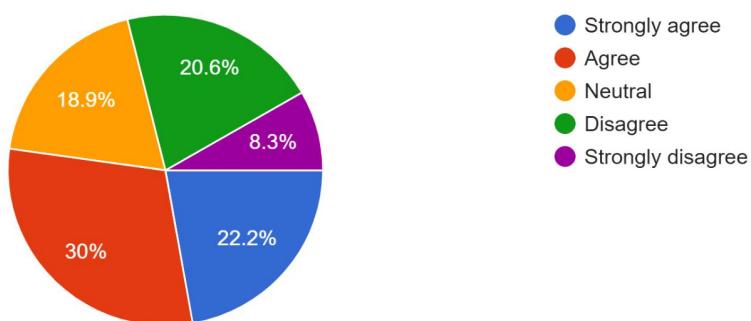
Responses to the statement " i often procrastinate my academic tasks due to increased instagram usage " shows us that 28.9% of the respondents "strongly agree" and 36.1% of respondents " agree " to it that they have the tendency to procrastinate their works by spending more time in Instagram. This shows us that these individuals are addicted in the features of Instagram and they tend to spend more time in it rather than completing their academic tasks.

There are respondents who are neutral in their opinion are 22.8% who may complete or even not. There are only very less percentage that is 9.4% of respondents who disagree to this statement ,who may have that self confidence to complete their tasks on time . But looking at the overall result, we could understand that most of them procrastinate thei tasks by spending more time in these platform.

5)

Due to the Instagram usage , it had effected my academic grade points.

180 responses



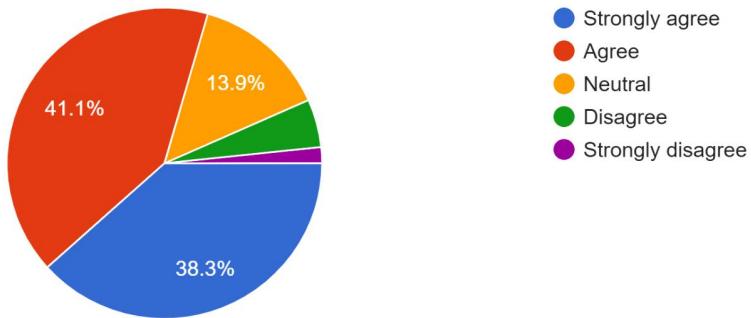
Responses to the announcement " Due to the Instagram usage , it had effected my academic grade points " provides us with insights that 22.2% of them "strongly agree" and 30% of them " agree " and 18.9% are neutral in their perspective too .From the responses it is understood that increased usage of Instagram can effect the grades of students too. It can be caused due to distraction during the study hours , less concentration or even being less motivated to study after spending too much time in these platform like Instagram.

There are 20.6% respondents who " disagree" and 8.3% of individuals who "strongly disagree" to the statement. They may have the self efficacy to do things on their own , But from the results we could understand that most of the youngsters are not able to fully showcase their academic skills due to Instagram addiction.

6)

I seem to lose track of time while scrolling through Instagram.

180 responses



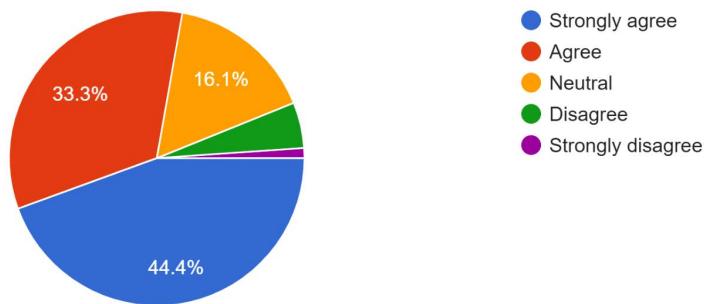
The statement " I seem to lose track of time while scrolling through Instagram" has a 41.1% of respondents who "agree" and 38.3% of respondents who "strongly agree" to that . Also we have 13.9% of individuals who are neutral in their opinion. Almost majority of the respondents agree to it that they seem to lose track of time while scrolling through the feeds of Instagram . Youngsters are facing this issue where they are deeply immersed in the features of Instagram and are not able to manage their time with other activities. Hence this leads to procrastination and effects the overall functioning of the individual too.

The other respondents who disagree to this are very less than the ones who are being effected , maybe they have that skill to manage their schedule accordingly. But the majority of the respondents lose track of time while engaging in Instagram.

7)

I feel limiting Instagram usage can increase my productivity.

180 responses



According to the responses , 44.4% of the respondents "strongly agree" and 33.3% of them " agree" to it that , by limiting the Instagram usage they can increase their productivity. Here majority of them considers Instagram addiction also as a factor which effects them in their academic performance or even completion of certain tasks on time . There are 16.1% of individuals who are neutral in their opinion about this statement .There are only 5% who "disagree" to this statement . By limiting Instagram usage , they could gain better concentration and focus on their studies ,along with proper management of time and also will help to reduce procrastination and increase their productivity. To cope up with these they can adapt several ways like setting a screen time on Instagram , try to manage time and finish up the tasks on time .

4.2 DISCUSSION

- 1.The majority of respondents use Instagram multiple times a day, indicating high engagement and possible dependency.
- 2.Most of the participants frequently check Instagram during study hours, leading to academic distractions.
- 3.Many respondents spend 1 to 3 hours daily on Instagram, which affects their study time and overall productivity.
- 4.Excessive Instagram usage negatively impacts time management, disrupting academic schedules and prioritization of tasks.
- 5.A significant number of participants admit to procrastinating academic work due to Instagram addiction.
- 6.Majority of the respondents attempted to limit their screen time but failed, indicating strong social media dependency.
- 7.A majority of participants agree that limiting Instagram usage could improve their productivity ,academic performance and grades.

Overall, the findings suggest that excessive Instagram use lowers concentration, increases procrastination, effects time management and impacts students' academic grades and outcomes.

CHAPTER 5

CONCLUSION

First of all , it's clear from the survey that most of the young individuals spent their most of their time in Instagram platform for various activities like connecting with friends and family, to follow celebrities , to share personal contents and even to stay updated. Hence , the more usage of Instagram had effected the academic outcomes amongst these youngsters. This addiction had effected time management , academic grades and even lead to procrastination.

It is clear from the survey findings that most of the individuals frequently checks and spends time in Instagram during their study hours or even during working on their academic works . That is majority of them spend time more than two or three hours , which is a substantial amount of time that may have an effect on their study habits. The more time spend on these platforms, can make them less motivated to complete their duties on time which later leads to procrastination among youngsters. Most of the respondents in the survey agrees to it that Instagram addiction had decreased their productivity and it had also paved way for lower grade points in their academics. . They often tend to keep their works for later and later this leads to procrastination which leads to missed deadlines too. This aligns with the Displacement theory where the work is displaced by some other activities.

Also from the survey we could understand that majority of the respondents tried to limit their Instagram usage , but failed to do so . From this we could understand that how deeply they all are addictive in these platform . Most of the respondents agreed to it that reducing the usage can also increase their productivity. This highlights the need for a disciplined usage of these platforms and to use proper strategies to manage one's own time. While some of them did not have any issues related to Instagram usage , but in the case of most of the youngsters , it showcases that social media dependency have effected their academic outcomes and time management .

In summary , the results support the idea that addiction on social media platfroms like Instagram can effect the academic outcomes among the youth in Kerala and it often leads to procrastination of their academic tasks , lower grade points , effects their time management too. Nowadays , youngsters must develop certain strategies to overcome these by implementing proper time management structure , along with being aware of it and even by trying to limit the usage of these app and keep a screen time . By doing this, we can lessen the negative effects of Instagram addiction and provided with more awareness among youngsters . This study only examined the youngsters of age between 18 and 25 , which may also restrict the applicability of the results with unique age ranges . Future studies

might also need to include a wider range of ages in order to understand a wider perspective.

Additionally , this study is limited to only youngsters of Kerala and future studies may find various demographic groups and extend the number of respondents from the other regions in order to offer a more thorough understanding of the phenomenon. Also this study only focuses on Instagram platform , future research should look at the effect across several social media platforms to determine whether there are platform specific variations.

Furthermore, the future studies could also find the psychological impacts associated with the Instagram addiction and how all these together can effect an individual .

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“Social Media Dependency and Its Influence on Academic Outcomes: A Study of Instagram Addiction among the Youth in Kerala”

SURVEY QUESTIONNAIRE

1) Age

- 18-20
- 21-23
- 23-25

2) Gender

- Male
- Female
- Other

3) Do you spend time in Instagram?

- Multiple times
- Once a day
- Few days a week
- Rarely

4) Your purpose of using Instagram?

- Connect with friends and family
- Follow celebrities or influencers
- Share personal contents
- Stay updated

- Above all

-Other reasons

5) Time spend on Instagram per day?

- Less than 30 minutes

- 30 minutes to 1 hour

- 1 to 3 hours

- More than 3 hours

6) Do you check your Instagram feed during your study hours?

- Yes , frequently

- Occasionally

- Rarely

- Never

7) Have you tried to limit your screen time ?

- Yes , successfully

- Yes, Failed

- No

8) Have Instagram ever distracted you from any other activities?

- Yes , always

- Sometimes

- Rarely

- Never

9) Do you procrastinate your works due to Instagram addiction?

- Yes, always
- Sometimes
- Rarely
- Never

10) Do you use Instagram for study purposes?

- Yes, always
- Sometimes
- Rarely
- Never

11) I always check my Instagram feed during my study hours.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12) I often procrastinate my academic tasks due to increased Instagram usage.

- Strongly Agree
- Agree
- Neutral
- Disagree

-Strongly Disagree

13) Due to the Instagram usage , it had effected my academic grade points.

- Strongly Agree

-Agree

-Neutral

-Disagree

-Strongly Disagree

14) I feel less motivated to complete works after using Instagram for a long period of time.

- Strongly Agree

-Agree

-Neutral

-Disagree

-Strongly Disagree

15) Instagram usage did effect my time management.

- Strongly Agree

-Agree

-Neutral

-Disagree

-Strongly Disagree

16) I have the urge to check Instagram even during doing any academic works.

- Strongly Agree

-Agree

-Neutral

-Disagree

-Strongly Disagree

17) I feel my productivity decreases due to more usage of Instagram.

- Strongly Agree

-Agree

-Neutral

-Disagree

-Strongly Disagree

18) I seem to lose track of time while scrolling through Instagram.

- Strongly Agree

-Agree

-Neutral

-Disagree

-Strongly Disagree

19) I prioritize scrolling through Instagram than completing my academic tasks.

- Strongly Agree

-Agree

-Neutral

-Disagree

-Strongly Disagree

20) I feel limiting Instagram usage can increase my productivity.

- Strongly Agree

-Agree

-Neutral

-Disagree

-Strongly Disagree