

Original Paper

Patterns of Social Media Use and Their Perceived Effects on Academic Performance and Well-Being among Medical Students at Al-Kindy College of Medicine: A Cross-Sectional Study

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ABSTRACT

Background: It is becoming increasingly common for students to incorporate social media into their daily lives, which has resulted in worries about how this situation affects both school performance and individual health. This research aimed to explore how medical students engage with social media and the effects they believe it has on their lives. **Methods:** In the school year 2023-2024, a research study that looked at a specific point in time was conducted at Al-Kindy College of Medicine. All students were given a survey that was sent out electronically. We used IBM SPSS version 24 to conduct the analysis on the data collected from 509 respondents.

Results: The research included 509 people in total, where 70. 7% were female and 29. 3% were male. The researchers found that third-year students had the highest participation rate (50.3%). A significant proportion of students, 36.7%, have reported spending between four and six hours each day on social media, with Instagram being the platform that is utilized the most frequently (64.6%). Despite the fact that sixty-nine percent of students refused to acknowledge that social media had a negative impact on their academic performance, significant negative effects were identified in other areas. More than ninety-two percent of students reported being distracted from their studies, and eighty-eight percent of students admitted that social media had an effect on their mood. Furthermore, eighty-six percent of respondents reported having poor time organization, and eighty-nine percent of respondents believed that their productivity was negatively impacted as a result of their use of social media. Additionally, 67.0% of students perceived a negative effect on their self-esteem.

Conclusions: Medical students demonstrate extensive daily engagement with social media, particularly Instagram. Although students do not universally perceive a direct negative impact on their grades, the findings reveal substantial self-reported adverse effects on distraction, mood regulation, time management, productivity, and self-esteem. These areas represent significant challenges to student well-being and academic efficiency.

KEYWORDS: Social Media, College Students, Al-Kindy College of Medicine

1. INTRODUCTION

The way students use social media to talk to each other and share information has become more and more popular. However, the influence that it has on the way in which students share their knowledge is a topic that is currently being researched. Earlier studies that looked into how social media affects students' school performance showed mixed results. Several empirical investigations have demonstrated that it can have both a beneficial and a negative impact on the information exchange among students. It has the potential to make it easier for students to share knowledge and ideas with one another, which can result in enhanced learning and collaboration [1].

Additionally, Due to the COVID-19 pandemic, starting in 2020, many courses and lectures in Chinese universities have moved from in-person classes to online formats. Teachers have started using social media as a key tool for delivering lessons and responding to students' inquiries, leading to a marked rise in the time college students are spending on social media[4]. The academic performance of students who regularly utilize Instagram during their study sessions tends to be marginally inferior compared to that of students who refrain from using social media while studying. Furthermore, students

who frequently access social media platforms and invest considerable time in them tend to receive grades that are relatively lower than those of their peers who do not engage in high levels of social media use [5]. In the field of education, social networking sites are playing a very significant role. Students are, in fact, provided with a multitude of chances to enhance their learning and have access to the most recent knowledge through the process of connecting with learning groups and other educational systems. Clearly, maintaining a healthy balance between using social media and studying or doing assignments might have potential repercussions for kids' academic performance. Research has repeatedly demonstrated that humans are not capable of performing many tasks at the same time, despite the fact that we frequently believe otherwise [6]. One goal of the research was to examine how different aspects, such as the duration of time spent and engagement with social media, influence the school success of students enrolled at AL-Kindy College of Medicine.

3-METHODOLOGY

The study was conducted at the Al-Kindy College of Medicine and was designed as a cross-sectional study. It was implemented during the period from November 2023 to April 2024.

Five hundred and nine medical students, ranging from first to sixth grade, participated in the study. Neither of the inclusion requirements were found.

Permissions and ethical consideration:

It was necessary to obtain permission from those who participated in this study in order to avoid asking them personal questions. Furthermore, ethical factors are considered when utilizing unidentified details of individuals' personal data, including their names, due to concerns regarding privacy.

The instrument for collecting data was an electronic questionnaire, which was given to each and every student for completion. There were three pieces that made up the questionnaire. The first portion inquired about the sociodemographic information of the students, which included their gender and the academic year they were currently enrolled in. The subject of the second part of the article was the time spent on social media platforms. The discussion in the third session focused on the impact of social media on academic performance.

IBM SPSS version 24 was utilized in order to perform the analysis of the data, Subsequently, the methods for utilizing frequency, percentages, tables, and graphs were employed.

3-RESULTS

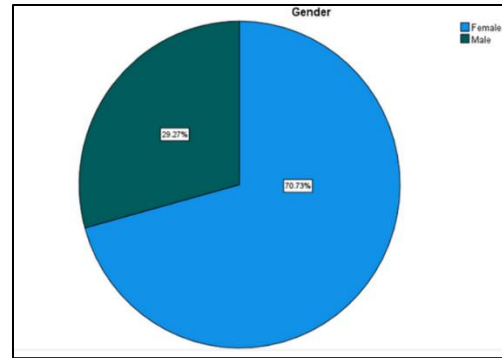
A total of 509 individuals studying medicine were enlisted, covering first-year through sixth-year students. The third year had the most number of participants, with 256 students, and the percentage was 50.3%. The sixth year had the lowest number of participants, with only sixteen students, and the percentage was 3.1%. The third year had the highest number of participants. The first table.

Table (1): Socio-demographic characteristics of respondents:

Stages	Frequency	Percentage
First	54	10.6%
Second	78	15.3%
Third	256	50.3%
Forth	84	16.5%
Fifth	21	4.1%
Sixth	16	3.1%
Total	509	100%

In this study, there were a total of (149) male participants, which accounts for 29.3% of the total, and (360) female participants, which accounts for 70.7% of the total, as shown in figure 1.

There was a strong association between social media and academic performance in this study. Ninety-nine students, with a prevalence of 39.1%, indicated that social networking adversely affected their educational achievements. Conversely, three hundred and ten students, with a percentage of sixty-nine percent, disagreed with this statement. The second table.

**Figure 1: Percentage of medical students regarding gender****Table (2): Effects of social media on academic performance**

Response	Number of responses	Percentage	Number of responses
Yes	199	39.1%	199
No	310	60.9%	310
Total	509	100%	509

The majority of students (187) with a percentage of (36.7%), were spending about (4-6) hours/day on social media; followed by (151) students with percentage of (29.6%) were spending (6-8) hours/ day, while (60) students with a percentage of (11.7%) were spending (8-10) hours / day, One hundred-eleven students with percentage of (21.8%) were spending (2-4) hours/day. As shown in table 3.

Table (3): Spending time on social media platforms

Spending hours	Frequency	Percentage
2-4 hours	111	21.8%
4-6 hours	187	36.7%
6-8 hours	151	29.6%
8-10 hours	60	11.7%

It was discovered that a large number of students allocate their time across various social media sites. Instagram having the highest number (329), followed by YouTube (84), then Telegram (81), and Facebook with the lowest number (15), with a percentages of (64.6%, 16.5%, 15.9%, and 3%) respectively. Table 4.

Table (4): Types social media among college students.

Social media app	Number of responses	Percentage
Instagram	329	64.6%
YouTube	84	16.5%
Telegram	81	15.9%
Facebook	15	3%

The impact of social media on study-related distraction indicates that a total of 469 students, constituting 92. 1%, experienced significant distraction, while 40 students making up 7. 9%, were seldom influenced by social media. Table 5.

Table (5): Effects of social media on distraction to studying.

Response	Number of responses	percentage
Yes	469	92.1%
No	40	7.9%
Total	509	100%

In this study, it has been shown that there was a strong relationship between social media and the mood of the students and their emotions. About (451) students with a prevalence of (88.6%) agreed that social media effects their mood, while (58) students with a percentage of (11.4%) disagreed, as shown in table 6.

Table (6): Effects of social media on mood & emotion among college students.

Response	Number of responses	Percentage
Yes	451	88.6%
No	58	11.4%
Total	509	100%

Regarding the effect of social media on time organization, the prevalence of time organization among the students was shown in table 7. Students with a number of (410) and a percentage of (80.6%) were badly affected, while (99) students with a percentage of (19.4%) were rarely affected by social media.

Table (7): Effects of social media on bad time organization.

Response	Number of responses	percentage
Yes	410	80.6%
No	99	19.4%
Total	509	100%

Regarding the impact of social media on student productivity, research indicated a notable correlation between productivity levels and social media usage. Out of approximately 455 students surveyed, a significant majority of 89. 4% expressed that social media had an adverse effect on their productivity. Conversely, 54 students, representing 10. 6%, reported that they were not influenced by social media. Table 8.

Table (8): Effects of social media on decreasing productivity.

Response	Number of responses	Percentage
Yes	455	89.4%
No	54	10.6%
Total	509	100%

In this study, it has been found that social media has an effect on the self-esteem of students, students of (341) with a percentage of (67.0%) their self-esteem was affected by social media, while (168) students with percentage of (33.0%), were not affected. Table 9.

Table (9): Effects of social media on self-esteem.

Response	Number of responses	Percentage
Yes	341	67.0%
No	168	33.0%
Total	509	100%

4-DISCUSSION

In comparison to males, females have a higher likelihood of utilizing social media platforms, according to the socio-demographic characteristics of the participants, which is in agreement with the findings of the study conducted by Aljuboori in Kerbala (2020). [10]. According to the IAEME publication in 2021, it was evident that (43%) of students using social media had made positive impact on their academic performance, while (57%) of students responded that using social media had a negative impact on their academic performance, which was disagreed to this study [7]. A study done in Cuddalore District by Ramaraj (2020), he founded that the high number of students (498) were spending between (3 - 4) hours / day using social media, while this current study showed that the high number of students were spending between (4-6) hours / day [8]. Regarding using the type of social media application, Aljuboori founded that using Facebook maintained the top of the most generally utilized web based social networking, which was disagreed to our study which showed that Instagram maintained the top one [10]. When it comes to social media, managing and maintaining a strong presence may be a time-consuming endeavor. Negative comments or feedback posted on social media platforms have the ability to swiftly spread and become detrimental to

the reputation of a company. [11] The current study suggests that social media can be addictive, which can lead to decreased productivity and distractions for both individuals and enterprises. [11] This is true for both individuals and businesses. This discovery is in line with the findings of the study that is currently being conducted. According to the findings of a number of studies, The overuse of social media may lead to heightened feelings of social anxiety and depression, along with experiences of isolation. In addition to this, it has been related with inferior academic performance as well as digital bullying [9].

The results of the present study indicate a considerable relationship between self-esteem and social media. This connection was determined to exist. It is possible for people to feel dissatisfied with themselves and their lives as a result of excessive and harmful usage of social media, which raises the possibility of having negative self-talk and image. This dissatisfaction can be caused by the fact that overusing social media can be damaging. Individuals need to be aware of the possible dangers and develop the skills necessary to use social media in a manner that is well-informed, purposeful, and beneficial [12]. This is because low self-esteem can be damaging to an individual's own well-being.

5-CONCLUSIONS

Social media is essential tool nowadays to be well informed about the world and to keep reach up. There exists a significant correlation between the amount of time spent on social media and the prevalence of stress, depression, and sleep-related issues.

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