

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF APPLIED ECONOMICS  
MASTER OF PUBLIC ADMINISTRATION PROGRAMME**

**THE EFFECT OF SOCIAL MEDIA ON YOUNG PEOPLE  
(A CASE STUDY OF UNDERGRADUATE STUDENTS  
IN KALAY UNIVERSITY)**

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MPA – 65 (21<sup>st</sup> BATCH)**

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**A thesis submitted as a partial fulfilment of the requirements for the degree of  
Master of Public Administration (MPA)**

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This is to certify that this thesis entitles “**The effect of social media on young people (A case study of undergraduate students in Kalay University)**” submitted as the requirement the Degree of Master of Public Administration has been accepted by the Board for of Examiners.

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## **ABSTRACT**

Technology has profoundly impacted the lives of students, with social media playing a significant role in this transformation. Its influence can have both positive and negative effects. This study aims to analyze the factors driving social media usage and to examine undergraduate students' attitudes and perceptions regarding social media use within the context of their academic lives at Kalay University. Employing a quantitative approach, the research collects primary data from 204 currently enrolled undergraduate students at Kalay University. Participants' responses are evaluated using a five-point Likert scale. The findings indicate that the majority of respondents perceive social media as a valuable tool for academic success and stress reduction, while a minority utilize it for professional and career development. Furthermore, the study suggests that social media usage has a positive impact on academic performance, career development, health, and cultural engagement.

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## **LIST OF ABBREVIATIONS**

B.A.	Bachelor of Art
B.Sc.	Bachelor of Science
COVID	Coronavirus Disease
1G,2G,3G,4G,5G	First Generation, Second Generation, Third Generation, Fourth Generation, Fifth Generation
ICT	Information and Communication Technology
IP	Internet Protocol
MCIT	Ministry of Communication and Information Technology
MPT	Myanmar Posts and Telecommunication
SNS	Social Networking Site
SPSS	Social Package for Social Science
UN	United Nation
VPN	Virtual Private Network

# CHAPTER I

## INTRODUCTION

### 1.1 Rationale of the Study

The technology in the world is changing and progressing steadily, making it possible to change social life, business and the economy. Moreover, Information and Communication Technology (ICT) is very important in people's lives. ICT provides a lot of information through the internet. This information can teach, explain, or entertain, and it gives people the power to learn, make smart choices, and stay in touch with the rest of the world. Smartphones, email, and social media sites make it easy for people to talk to friends, family, and coworkers all over the world. This helps build relationships and teamwork. Today, technology is based on science and uses new scientific information to make things better. So, artificial intelligence tools are the parts of technology that are becoming more and more scientific. The changes in the modern world are speeding up the progress of technology.

"Generation" in mobile connection is an upgrade in online service types, such as increasing channel frequency speed in Hertz and a greater capacity for sharing numerous simultaneous data. In 1980, (1G) provided the first cellular networks and in 1981, the primary (1G) transitioned to the digital (2G). In 2001, 3G emerged, bringing with it maximum media support, the emergence of the spread spectrum, and an optimal speed rate of 200 kbit/s. All-Internet Protocol (IP) packet-switched networks, known as "real" 4G, introduced mobile ultra-broadband (gigabit speed) networks in 2011 and 2012. Telecom carriers are currently making significant progress toward a 5G network that will revolutionize high-speed wireless communications, as there is a newfound level of connectivity. The energy efficiency of the 5G network will be 100 times greater than that of 4G. In 2000, the first Internet connections emerged. In 2015, the national Myanmar Post and Telecommunications (MPT) joined transnational telecommunication companies such as Atom Myanmar and Ooredoo Myanmar in introducing faster mobile 3G internet. In 2017, mobile network generation played a role in Mytel telecommunications as a popular connection.

The emergence of information and communication technology significantly influences social networking, also known as social media. Social networking sites provide youth with a platform for entertainment and communication. This allows consumers to maintain communication with others and modify their daily lives. The rapid rise of mobile technology is playing a critical role in social networking restructuring. The internet is now easily accessible from any location and at any time.

Myanmar has approximately 54 million people in its total population. The report by "We Are Social" and "Hootsuite" indicates that Myanmar had approximately 25 million social media users in 2022, which accounted for approximately 46% of the country's population (Digital in Myanmar, 2022). Statcounter Globalstats reports that Myanmar's social media usage is as follows: Facebook accounts for 85.15% of the total, Twitter for 4.66%, Pinterest for 4.52%, YouTube for 3.52%, Instagram for 1.11%, and V Kontakte for 0.46%. The user must be conscious of these hazards and maintain a responsible approach to social media usage. Students in Myanmar become more additive on social media usage.

Students in Myanmar often spend a significant amount of time on social networking sites like Facebook and TikTok. These platforms allow them to connect with friends and share their thoughts, activities, and emotions. They actually enjoy social media for a variety of reasons. The rapid evolution of media technologies has greatly impacted individuals' daily communication. It is impossible to overstate how prevalent social media use is among today's youth. Social networking has grown in popularity among students over time. Students establish relationships with friends both inside and outside of the classroom.

Social networking is a platform that can connect with multiple people. The internet has both advantages and disadvantages for a student's academic performance. Students spend much time on Facebook, TikTok, YouTube etc., leading to a shortage of time for learning. Despite worries about excessive use of these platforms, many students continue to use social media on a daily basis. Students are experiencing adverse consequences and obtaining advantages in their academic learning by employing social media platforms. Therefore, these causes may have an impact on both their academic and non-academic lives. Consequently, the aim of a study is to examine the attitudes and perceptions of undergraduate students in relation to the use of social media.

## **1.2 Objectives of the Study**

This study is made with the following objectives:

1. To analyze the reasons for using social media for the students and
2. To examine the attitudes and perceptions of students towards the use of social media.

## **1.3 Method of Study**

This study employed a quantitative approach to examine the social and academic lives of undergraduate students. The survey was conducted using structured questionnaires. The respondents were undergraduate students who are studying at Kalay University. There are a total population of 616 students in university. Among them, the structured questionnaires are used to ask 204 students (33.15%) who have studied at Kalay University. Secondary data was gathered from various reliable sources, including the internet. An analysis was conducted using the statistical package for social science (SPSS) after applying a coding scheme.

## **1.4 Scope and Limitations of the Study**

This study focuses on undergraduate students at Kalay University, aiming to examine the effects of social media on their academic lives. The research is confined to the 2023-2024 academic year, providing a snapshot of social media usage and its impacts within this specific timeframe. Among the total population of 616 undergraduate students at Kalay University, 204 students, representing 33.15% of the total undergraduate cohort from various majors, participated and completed the questionnaire. However, the study has some limitations. The data is collected only from students currently enrolled at Kalay University, which may not fully represent the experiences of students from other universities. The study period is limited to one academic year, which may not capture long-term trends or changes in social media usage patterns.

## **1.5 Organization of the Study**

The study is structured into five chapters. Chapter one includes an introduction, which explains the rationale of the study, objectives of the study, method of study, scope and limitations of the study, and organization of the study. Chapter two includes a review of the literature and theory concepts associated with social media. Chapter three is social

media development in Myanmar, in which the evolution of social media, social media users in Myanmar, audience perceptions of media, and exploring digital and mobile culture in Myanmar are included. The analysis of the survey is presented in Chapter four. The fifth chapter contains conclusions that summarize the findings and recommendations derived from the study.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Definition and Concept of Social Media**

Social media are defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010). Social media are online platforms that facilitate the documentation of memories, the acquisition of knowledge, self-promotion, and the formation of friendships. They also encourage the creation and dissemination of ideas through various channels, such as blogs, podcasts, films, and gaming sites. Social media encompasses various technological tools that facilitate the exchange of content, ideas, interests, and communication within online communities and networks. The concept of "social" in media implies that platforms prioritize user engagement and facilitate community interactions. Digital platforms, also known as social media, facilitate and promote human networks, which are interconnected groups of people that enhance social connections. Users commonly access social media services either through web-based applications on their desktop computers or by installing applications that offer social media features on smartphones and tablets. When users interact with these digital services, they create dynamic platforms where individuals, groups, and organizations can share, collaborate, communicate, participate, and modify user-generated or self-curated content on the internet.

The evolving interaction between humans and technology is the central theme of the burgeoning discipline known as technological self-studies. Twitter, Facebook (including its Messenger), WeChat, Instagram, and LinkedIn are among the social media platforms that have amassed over 100 million registered members. Additional widely-used platforms, such as social media services, include YouTube, Telegram, WhatsApp, Signal, LINE, Snapchat, Pinterest, Viber, TikTok, Microsoft Teams, and others. Social media platforms demonstrate several distinctions from conventional media channels such as print magazines, newspapers, television, and radio

broadcasting. These differences encompass characteristics like standard, extent, regularity, user-friendliness, pertinence, and durability.

Furthermore, social networking platforms operate in a network of dialogic transmissions, where multiple sources communicate with multiple users. A radio network transmits identical programming to a local city, while a magazine distributes it to numerous customers. With the Internet's significant growth, digital media, or digital speech, can now serve as an instrument to express or characterize a society. Individuals have documented various kinds of beneficial and adverse consequences associated with social media use. Social media can enhance a person's perception of connectedness with both physical and online communities and serve as a powerful communication or marketing tool for firms, entrepreneurs, non-profit organizations, campaigns, political organizations, and states. Furthermore, analysts have noted an increase in the utilization of social media by social movements as a means of communication and coordination during periods of political turmoil. Social learning theory and the concept of self-efficacy have been used to a variety of degrees for effectiveness in analyzing, estimating, and influencing behavior. From the user's perspective, a social networking service (SNS) consists of a group of relevant connections or individuals, as well as the information they generate. Individuals can share this content on social networking sites (SNS). Marshall McLuhan developed the theoretical perceptions in 1964, and Neil Postman publicly introduced the term media ecology in 1968. In this context, the term "ecology" describes the unique environment in which the media operates, encompassing its features and the ways it shapes culture. According to Neil Postman, in the field of biology, "medium" refers to the substance in which a bacterial culture grows, such as a Petri dish. However, in media ecology, the term "medium" refers to a technology that serves as a platform for the growth and development of human culture. An environment is an intricate communication system that enforces specific patterns of cognition, emotion, and behavior in human beings. Social media has been associated with enhancing career advancement.

Social media provides a wide range of networking options that can significantly improve job advancement. Its emphasis on user-generated information promotes intellectual investigation and discourse among users. Furthermore, its convenient accessibility via the Internet enables individuals to engage in global events (Roman, 2014). Social media can potentially have advantageous effects in certain fields of study. For example, medical professionals use social media platforms to



complete tasks such as homework and interact with other medical students. Social media websites and applications are online environments where users contribute, retrieve, and explore content primarily generated by fellow users. “Social media tools have the potential to build on the interactivity of e-learning with additional features that are more learner-generated, collaborative, and engaging” (Cheston, Flickinger, & Chisolm, 2013).

## **2.2 Definition of Youth and Young People**

Youth refers to a period of life characterized by being young. The term "youth" can encompass both the transitional stage between adolescence and adulthood as well as the period of optimal health, or the phase of life generally referred to as early adulthood. Youth can be defined as the expression of qualities such as design, brightness, energy, and enthusiasm that are typically associated with youthful individuals. The concept of youth has no relationship to particular stages of life or activity. A given country or society may have varying values at which an individual matures enough to assume specific responsibilities.

The meaning "young people" refers to people who are in a stage of development where they are gradually moving towards taking on independent responsibilities. Definitions may differ between contexts due to socioeconomic, institutional, practical, and political influences. Defining the concept of youth is challenging due to its broad scope (Bourdieu, 1978). According to Jones (Jones, 2009), “youth is just a word” and that it “has been an evolving concept” that has experienced changes and transformations over the years, ultimately becoming a socially constructed idea. Youth can be referred to as “life stages between childhood and adulthood,” characterized by the process of gaining independence from dependency (Kehily, 2007). The Myanmar Youth Policy (2017) defines youth as individuals who are citizens of Myanmar and are between the ages of 15 and 35. The phrase "young people" in the current study refers to those between the ages of 16 and 30.

## **2.3 Social Media Use for Student's Life**

Based on the concept of social media, students use it to strengthen their relationships, improve their academic performance, develop professionally, and raise awareness about health and culture. The following are certain components that explain the use of social media in various aspects of life: social life, academic performance, career and professional development, and health and culture.

### **2.3.1 Social Media Use for Social Life**

Social media platforms foster relationships through the utilization of internet-based social networks. By facilitating the creation of new social relationships and maintaining existing connections, these networks benefit the people engaged in the relationships. The term "social capital" refers to the resources gained through social networks. Social capital is the accumulation of tangible or intangible resources linked to the maintenance of a reliable network of mutually recognized or familiar contacts. Social capital is the result of social connections, which are different kinds of relationships. Social capital is the value of resources obtained via connections with others, which serve as valuable assets for individuals. An individual's ability to effectively utilize their network of connections directly influences their level of social capital. "The aggregate of the actual or potential resources which are linked to the possession of a durable network of more or less institutionalized relationships of mutual acquaintance and recognition" (Bourdieu, 1986). This perspective on social capital includes both emotional support and exposure to a wide range of ideas and information. "Social capital is the accumulation of resources through social relationships, which includes emotional support and access to information and ideas." (Williams, 2006).

Social life, at its core, is the integration of various components: individuals, endeavors, and communication. All of these components are essential for defining social life, but the character of each component differs from individual to individual and can change depending on many external conditions. The key focus of this study is on the behaviors exhibited by the students. An individual's social life refers to the period of time they allocate to engaging in enjoyable activities with others. According to Chay Ko (2017), the integration of information and communication technology significantly affects individuals' capacity to interact harmoniously with others, both in personal interactions and within large social units such as families and communities.

The relationship between technology and society is characterized by constant interaction and mutual influence, which effectively assesses the impact of each on the others. Nowadays, individuals have the option to establish their own social networks, whether they are digital or offline. These networks may comprise individuals who have major roles in their lives, such as friends, family members, and work colleagues. However, face-to-face interaction is crucial, and individuals who allocate more time to socializing with friends and family tend to experience greater levels of happiness compared to those with fewer social connections. An essential characteristic of life is the ability to establish and maintain positive relationships through various forms of communication. Establishing an effective social network is particularly advantageous for people who are not in a romantic relationship. “Creating and networking online content is becoming an integral means of managing one’s identity, lifestyle and social relations” (Livingstone, 2008).

### **2.3.2 Social Media Use for Academic Performance**

Students can interact with social media platforms and analyze them as facilitators for knowledge acquisition. The internet has become a prominent medium for communication, with rising interest in its services. Social media has expanded the collaborative nature of online environments. Originally, connecting with others through social media was a specialized skill, but with time, it has become a widespread and significant phenomenon. Websites serve several purposes, such as urban development, communication, and establishing a blog. In addition, other universities are currently forming groups on multiple websites (Saba Mehmood, 2013).

For a significant period of time, the enhanced use of websites has become a global occurrence. The initial goal of a few technologically proficient individuals has evolved into a widely accepted social convention and way of life for people worldwide (Nicole Ellison, 2007). Adolescents and young adults have particularly acknowledged these online platforms as a means to communicate with others, share knowledge, redefine their identities, and display their social lives (Nicole Ellison, 2007). The internet's increasing popularity and the emergence of technology have led to a primary reliance on websites for accessing and using online content (Vaughn et al., 2008).

With regard to Khan U, social media consumers frequently encounter insufficient academic achievement. England et al. and Wang (2010) argue that social media has an adverse effect on students' academic performance and that its drawbacks exceed its benefits. Internet addiction has led to a significant increase in internet usage over the past few months. Individuals with addictive characteristics prefer utilizing the internet, which hinders their ability to fulfil personal and professional obligations, resulting in low-quality academic achievement (Nalwa & Anand, 2003).

### **2.3.3 Social Media Use for Professional Development**

The widespread and prevalent use of digital technologies has significantly changed the way people study and interact in today's society (Donelan, 2016). In today's world, individuals utilize these technologies for a diverse range of activities in both their personal and professional areas (Hunter & Hall, 2018). Professionals must continuously enhance their professional knowledge and abilities to effectively address the demands of the digital era, in accordance with the principles of "lifelong learning" and "professional development" (Collin, Van der Heijden, & Lewis, 2012). Social media is considered one of the various components of digital technologies, serving as a global digital communication platform. These platforms offer extensive support for professionals' lifelong learning due to their ability to facilitate the creation and sharing of content, reduce obstacles related to distance and time, and provide flexible and highly adaptable content and services (Ngai, Tao, & Moon, 2015).

These platforms facilitate the connection between a significant number of users who create and share content. Students use social media platforms in the classroom as the most effective means of networking with others, promoting their own work, enhancing their professional growth, sharing ideas on best practices, collaborating with other learners on online projects related to their professional development goals, and accessing valuable information to improve their skills.

### **2.3.4 Social Media Use for Health & Culture**

Social media has contributed to the construction of large global networks capable of rapidly disseminating information and engaging large groups of people to support the advancement of public health objectives. Consequently, social media serves as an effective tool for promoting and disseminating arguments on civil health

issues. Some governments' civil health organizations use social media to accomplish these goals. Public health organizations employ location-based key data from social media to effectively monitor population health and welfare and respond rapidly to disasters. They maintain a consistent online presence on Facebook and Twitter, actively following hashtags that may indicate an influenza outbreak and delivering timely updates on these events. During natural disasters like hurricanes and earthquakes, organizations like the Red Cross constantly monitor Twitter feeds to identify locations with the highest needs. Hospitals have also been monitoring citizen-report blogs to gather information about potential large casualty events. When used successfully, immediate social media platforms enhance adaptation and preparedness for dealing with events like public health crises and disasters. Furthermore, social media networks enable emergency response teams and disaster management personnel to quickly exchange and obtain critical information from authorities. The extensive use of social media can have a social reinforcement effect on societal health behaviors and objectives.

Humans are essentially social; therefore, the social relationships they create with friends and acquaintances can have a big influence on their behavior and decisions (Ventola, 2014). Edward Burnett Tylor's broad definition of culture includes knowledge, belief, art, morals, law, tradition, and any other abilities and habits that people develop as members of society (Tylor, 1871). Furthermore, there is a general understanding of the importance of the social factor in enabling international adaptation, according to Adelman (1988). This primarily comprises gaining social assistance from people in both the home and host countries who are familiar with the new culture. The known phrase by Alan Dershowitz (1938) highlights the internet's global reach. It is apparent that two people with diverse cultural and geographical backgrounds are now sharing identical ideas.

Intercultural adapters make extensive use of social media to develop contacts, learn about their host countries, and keep up with local happenings. Interactions and conversations primarily determine the impact of social media on intercultural adaptation. International students use social media platforms to establish a sense of community and connect with people from both their home country and their host country (Sawyer, Rebecca, & Chen, 2012). Consequently, it will undoubtedly help students form strong personal connections and create a sense of cultural adaptation.

Using social media can significantly assist international students in overcoming cultural communication hurdles during the intercultural adaptation phase.

#### **2.4 Different Types of Social Media Sites among the Students**

The most widely used social media platforms are popular among students, including Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, Snapchat, and WhatsApp. And Facebook is widely recognized as the largest media site. The following are the distinct features of each social media platform:

Facebook is a widespread and highly popular social networking website that counts about 2.8 billion users worldwide. Facebook provides students with various kinds of tools, including messaging, groups, and pages, which make it a highly effective platform for interaction and cooperation. Facebook communities, specifically, can be advantageous for students to establish connections with their classmates and engage in discussions around academic subjects or assignments. Furthermore, Facebook offers access to educational materials, support groups, job opportunities, and career prospects. Nevertheless, Facebook has faced criticism due to concerns around data privacy and its decreasing popularity among younger age groups.

Twitter is an extremely popular social media platform that allows users to share news and information. It has a global user base in excess of 330 million active users each month. Twitter's constrained character restriction makes it a potent venue for concise messaging and rapid communication. Students have the ability to utilize Twitter as a means to track and monitor the activities and insights of important people and specialists in their chosen area of study. Nevertheless, Twitter may not be the optimal tool for establishing professional connections and advancing one's career.

LinkedIn is a widely utilized professional networking platform with a global community that includes more than 740 million individuals. LinkedIn offers students valuable access to job chances, career guidance, and networking prospects, making it a crucial platform for establishing a professional network. LinkedIn provides students with the opportunity to establish connections with students, professionals in the sector, and potential employers. While LinkedIn is primarily intended for professional networking, its messaging feature serves as a valuable tool for establishing connections with colleagues and industry professionals.

YouTube is a video-sharing website that enables users to create, view, and distribute videos on a wide range of subjects. Students utilize YouTube to subscribe to exemplary figures, employ their imaginative abilities to generate material, explore their passions and interests, and engage in numerous other activities. YouTube offers a vast array of videos, ranging from instructive information to hilarious videos, allowing students to access videos on the topic of their interest (Tierney, 2023).

Pinterest is typically considered unfamiliar in the field of online social networking. This level consists of digital chat rooms where companies can post their content. In September 2015, Pinterest announced that it had acquired 100 million users. Private enterprises targeting predominantly female audiences should invest in Pinterest, given that the majority of its visitors are women (Akram, 2018).

Instagram is a widely used social networking platform with a user base of over 1 billion people globally. Instagram's visual-centric design provides an exceptional platform for the dissemination of photographs and videos, as well as for watching the activities of friends, celebrities, and influential individuals. Instagram provides messaging and story elements, enhancing its effectiveness as a communication tool. Nevertheless, due to its emphasis on visual content, Instagram may not be the most optimal platform for educational materials and professional networking. Instagram provides a platform for students to display their creativity and establish connections with individuals who share similar interests.

Snapchat has emerged as a popular social media network, with a global user base of more than 500 million active users per month. The elements offered by Snapchat, such as snaps and stories, contribute to its effectiveness as a tool for interpersonal interaction. Students have the ability to utilize Snapchat as a means of sharing their day-to-day experiences and establishing connections with their peers.

WhatsApp is an easy instant messaging application that is compatible with cellphones, personal computers, and tablets. This application needs an Internet connection to send pictures, texts, documents, audio, and video chats to other users who have the application installed on their devices. WhatsApp Corporation was founded in January 2010 and was purchased by Facebook on February 19, 2014, for an estimated \$19.3 billion. Presently, more than 1 billion people employ the service to interact with their acquaintances, loved ones, and even consumers (Akram, 2018).

In addition, Tamilore Oladipo (2023) highlighted the most widely used social media networks. Among the most popular social media platforms, TikTok and Telegram are also popular (Oladipo, 2024). The following topics are being discussed:

TikTok, also known as Douyin in China, is a mobile app that enables users to distribute concise video content. Despite being launched in 2017, this application has had significant expansion and has recently overtaken Google as the most frequently accessed website. TikTok allows users to create and share videos that can be anywhere from 15 to 60 seconds long. The application provides a wide range of audio effects, music samples, and filters to enhance films and their appeal. (Oladipo, 2024).

Telegram is an inexpensive messaging application that functions on various platforms and has no restrictions on the size of media files. Telegram's significant characteristic is its use of end-to-end encryption, which ensures that all activities, such as chats, groups, and shared media, are securely protected. The emphasis on security has attracted a larger customer base over time, particularly after WhatsApp revealed alterations to its privacy policy that would enable the sharing of information with its parent company, Meta. In addition to offering individual customer care, brands may utilize Telegram in several ways. Organizations have the option to develop chatbots just for the Telegram platform or utilize Telegram's channel capability to disseminate messages to a maximum of 200,000 individuals (Oladipo, 2024).

## **2.5 Review on Previous Studies**

Tara Heffner (2016) conducted a study on the impact of social media usage on the academic performance and social life of undergraduate students. The study indicates that social media can have positive effects on the social changes of undergraduate students. While it is true that undergraduate students frequently engage with social media, it is crucial for them to establish a harmonious equilibrium between their social media usage and their academic responsibilities (Heffner, 2016).

Soe Hay Mar Oo (2019) studied “the effect of social media on students’ lives” to examine the reasons for using social media and identify the attitudes and perceptions of female students about social media’s impacts on students’ lives. Findings from the study indicate that utilizing social media can have a beneficial impact on academic performance. Participants did not express any disagreement or strong disagreement when responding to statements regarding the usefulness of social



media in aiding their studies, resolving academic issues, and accessing information from scholars (Soe Hay Mar Oo, 2019).

Nyan Pyae Phyoo (2020) studied “the benefits and risks of using social media among young people” to examine the habits of undergraduate students in using the internet and social media in their daily lives and to analyze the benefits and risks of using the internet and social media among the undergraduate students from Yangon University of Economics (Ywa Thar Gyi Campus). It was found that the majority of the participants obtain advantages from using the internet and social media, while a portion of them face unfavorable outcomes and negative interactions (Nyan Pyae Phyoo, 2020).

Soe Win Kyaw (2019) studied “A study on effects of Facebook Social Media Usage on Youths in Yangon” to identify the social media usage (Facebook, Viber, YouTube, Google, Messenger) in Yangon and to analyze the effects of Facebook usage on youths in Yangon. The findings highlight that the positive effects of social media include knowledge acquisition, improvements in academic performance, and enhanced social activity. Conversely, the negative effects involve personal insecurity regarding information sharing and emotional distress. (Soe Win Kyaw, 2019).

## **CHAPTER III**

### **SOCIAL MEDIA DEVELOPMENTS IN MYANMAR**

#### **3.1 Evolution of Social Media in Myanmar**

Since the beginning of the twenty-first century, improvements in information and communication technology (ICT) have resulted in several connections between content, technology, communication, and television. They have influenced transformation in other areas, including information management and human resource development. The expansion of global information flows has assisted in developing ICT capability, engaging people and communities in ways that have redefined government, produced enormous wealth and economic growth, and resulted in a global knowledge society (Aye Yu Lin, 2012). In general, ICTs are divided into two types: conventional and "new." Conventional ICTs include text and digital media such as radio, television, and landline telephones. Modern ICTs include a wide range of devices and software that enable the processing that may be accessed through their use. In addition, ICTs are a growing collection of technologies that collect, organize, and transfer information among people across different devices and media.

In 2005, the Ministry of Communications and Information Technology (MCIT) of Myanmar developed the ICT Master Plan, which provided a road map for the growth of the ICT industry until 2030. In an evaluation of the strategy after stage 1, the Ministry admitted that Myanmar's ICT growth is slow. MCIT stated this was due to foreign budgetary constraints and the global crisis, and it expected the ICT industry to expand dramatically in the future. The Myanmar government is executing the "2nd ICT Master Plan 2011" as a follow-up to the "1st ICT Master Plan 2005" in order to enhance people's lives through social information technology. Despite this access, the International Telecommunication Union reports that, before the start of liberalization in 2011, Myanmar initially had one of the world's lowest mobile penetration rates, at just 2.6%. However, by mid-2016, Atom, Ooredoo, and Myanmar Posts & Telecommunications had collectively sold over forty-three million SIM cards. Approximately 21.5 million SIM cards were predicted to be regularly using internet

data, while 39 million had internet access. This indicates a rapid growth of inexpensive phones with internet capabilities in Myanmar. These smartphones are being sold for around US\$25 in an increasing number of mobile phone shops throughout the country (Aung Kyaw Nyunt, 2016). In 2024, young people in Myanmar will have many choices for efficient and affordable communication services, especially internet service.

Today, the ICT industry is driving social change towards information technology, allowing the general public to get preferred information at any time and from any location, thanks to rapid advancements in information and communication technology, rivalry among service suppliers, and government procedure provision. Furthermore, modern ICT promotes the transition from a technologically intense industrial civilization to a skill-concentrated evidence civilization. Myanmar's organizational structure has increased in accordance with the growth of its communication industries. ICT may be utilized to enable more access to high-quality education and information, thereby contributing to the linking of statistical procedures.

### **3.2 Social Media Usage in Myanmar**

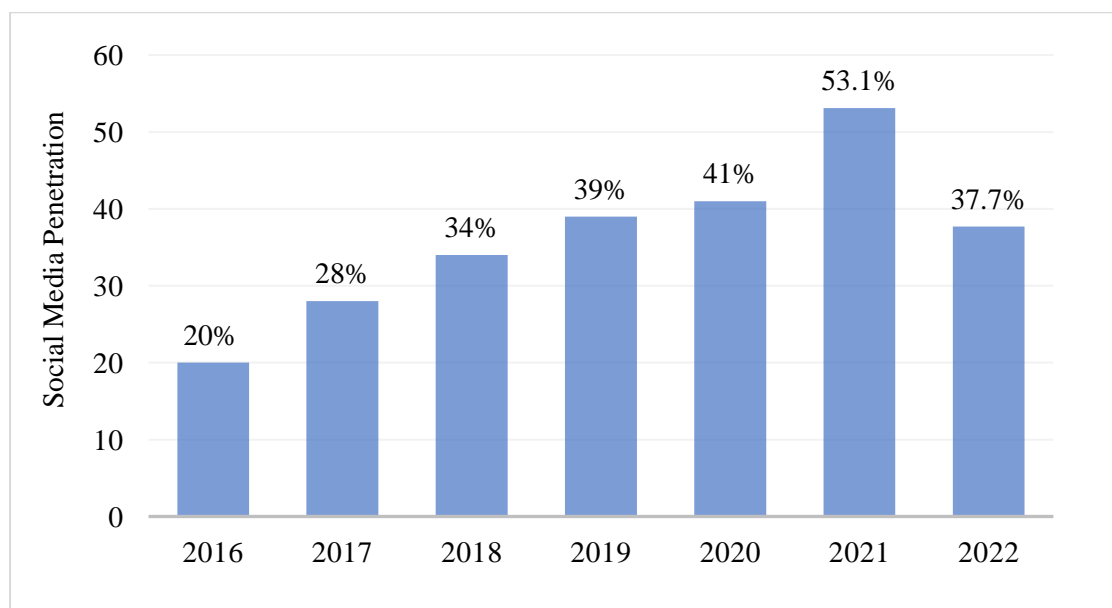
In Myanmar, social media has a substantial impact on communication, information dissemination, and social interaction. Facebook is the country's primary social media platform, with a significant portion of people regularly using it. In Burma, Messenger, Viber, Instagram, and YouTube are the most frequently utilized social media platforms. The temporary suspension of several social media platforms in Myanmar significantly impacted social media utilization trends. The military dictatorship's restrictions resulted in a change in the way in which individuals interacted with various social media platforms. Although certain platforms experienced a decline in utilization, others experienced a substantial increase as users adjusted to the evolving circumstances.

Prior to the imposition of restrictions, Burmese residents primarily utilized gaming applications, music streaming services, and social networking sites as their preferred social media platforms. However, the adoption of constraints resulted in fluctuations in usage patterns. Although the use of categories like music streaming and games decreased, there was an increase in engagement with news and weather applications, as well as learning and education platforms. After February 2021, there

was a substantial increase in the use of Facebook, Messenger, YouTube, and Zoom, despite the restrictions imposed on certain social media platforms. Despite the potential impact of restrictions on overall social media utilization, certain platforms experienced an increase in user interaction during this time.

In Myanmar, social media platforms, such as websites, news and weather applications, and social networks, experienced an increase in user engagement as a result of the implementation of regulations. This was due to the fact that a greater number of users reported an increase in their usage of these platforms. In February 2021, nearly 40% of the participants discovered new social media programs, with Telegram being the most popular, with a use rate of 26.7%. Despite the fact that Facebook and Twitter were already widespread among users in Myanmar before February 2021, their prevalence continued to increase. Users in Myanmar are increasingly utilizing VPNs to view social media platforms. In Myanmar, users are using social platforms with a diverse array of choices for affordable and efficient communication services, such as internet connections.

**Figure (3.1) Active Social Media Users as a Share of Total Population in Myanmar from 2016 to 2022**



Sources: Myanmar: Social Media Penetration, 2022 (Accessed from [www.statista.com](http://www.statista.com))

This figure displays the proportion of people in Myanmar who use social media as a percentage of the whole population, ranging from 2016 to 2022. In

February 2022, around 38 percent of the people in Myanmar were actively using social media. A study conducted by Myanmar in January 2024 revealed around 18.5 million individuals, aged 13 and above, using Facebook every month of the year. Social media shapes the world, such as village. Businesses perspectives and performance are enhanced without the need for physical relocation. Employment opportunities are promoted on the internet via social media platforms, and anyone from any location can submit applications.

### **3.3 Audience Perception of Media in Myanmar**

People choose local media because they feel it provides information concerning their areas and everyday lives. Television remains the favored medium for watching news, although social media, particularly Facebook, has gained widespread support. Individuals' trust in the media varied; however, a significant portion of the population prefers state-owned media channels to give accurate and trustworthy information. Some news viewers are typically distrustful of news and information; however, the limited availability of accurate news makes it hard for them to confirm the information they read, see, or hear (Emilie, 2018).

Media knowledge in Myanmar is currently inadequate, as a significant number of individuals lack the ability to comprehend the nature and objective of media and news, despite their ability to analyze the content they consume in a critical manner. Although "politics" is regularly identified as a top interest in audience research, it is clear that "politics" is more important in Myanmar's current situation. Respondents mentioned "politics" extensively in 2018, particularly among males. However, by 2022, it had significantly outpaced all other topics. Conversely, "sports" was the least popular topic, with more than one-third of respondents expressing little interest in sports. In the 2018 study, a survey classified "sports" as one of the most popular news subjects among guys. Another interesting finding from the 2022 research is that there are few variations between women's and men's news interests (Emilie Lehmanm-Jacobsen, 2022). In general, women are more likely to follow news that is relevant to their local surroundings (e.g., health, education), whereas men are more likely to follow more broad news (e.g., international politics, the economy).

Though official figures show that only around one-third of Myanmar's population is an active Facebook user, the majority of audience survey participants were aware of Facebook and had used it to gather information in some way. Facebook

has clearly had a significant impact on Myanmar's news and information flows, with a reach that exceeds the official statistic of 34%. Myanmar's sharing culture ensures that content from the social networking platform spreads over the internet sphere. One of the most important aspects of Facebook is its ability to provide people with news and information at a rate that no other medium can match. Facebook has partially addressed the shortage by allowing consumers to view information in almost real time (Emilie, 2018).

### **3.4 Exploring Digital and Mobile Cultures in Myanmar**

In accordance with Thant Sin Oo and Yemin Thant (Thant Sin Oo & Yemin Thant, 2019), mobile users in Myanmar actively search for information, confirming the common misconception that they passively receive information. Instead of utilizing Google, they acquire the necessary information from Facebook. Because of Facebook's higher-quality search functionality and high-quality content, a larger number of people choose to use it as their primary internet service provider. Social networking is only an additional use. Despite the increasing recognition of the occurrence of misinformation and hate speech on Facebook, people have evolved their own means of selectively managing their online connections. Participants place a high level of trust in certain channels and sites related to their areas of interest. In order to enhance their personal growth, young adults engage in reading and accessing digital information on their smartphones. Engaging in mobile phone-based reading and video consumption can facilitate self-improvement among young people. Facebook's wide range of features, including access to Myanmar content, online browsing, blogging, and video streaming, make it popular. However, if YouTube were more affordable to use, it could potentially rival Facebook in terms of appeal and entertainment. Facebook provides a wealth of information in the Myanmar language, easily searchable through the app using either Zawgyi or Unicode. These findings indicate that those who speak the Myanmar language, especially those who utilize Zawgyi, have a preference for Facebook due to its ability to assist in the search for information. Now, the Myanmar population has adopted the use of Unicode on Facebook and other forms of social media. In Myanmar, Facebook is the dominant search engine, effectively replacing Google in internet searches.

In 2014, the digital revolution in Myanmar began, with consumers predominantly initiating mobile phone usage in urban areas. Nevertheless, the young

age of the consumers played a crucial role in understanding how they began with a mobile phone. Young people and college students made up a significant number of participants, and their early experiences with mobile phones greatly influenced them. A significant number of users acknowledged the importance of being mature before using mobile phones, but they also assumed that having access to news, knowledge, and self-directed learning was beneficial for people at every stage of life. College students recognized the practicality of mobile phones in higher education, such as acquiring valuable skills and accessing instructional content from sites like YouTube, Pinterest, and Facebook. Users were able to easily download and exchange books with friends via Zapyra, highlighting the advantages of digital technology in mobile book reading. In the realm of commerce, individuals on Facebook used their personal accounts to market and sell goods, connect with other users, and establish small virtual retail establishments. Following the COVID-19 pandemic, using the Zoom application for learning purposes has proven to be quite advantageous for individuals. At present, artificial intelligence websites have gained significant popularity among the general public. Facebook, Messenger, and prearranged financial transactions, such as bank transfers or in-person payments, facilitated transitions. In the current technological era, digital marketing has become more accessible and convenient.

Nevertheless, there is a divergence of views regarding the reliability of online enterprises, with certain individuals feeling deceived due to the failure to fulfill the promised standard of quality over the internet. Particularly in rural and suburban regions, as well as among migrant workers, people widely use Facebook as a medium for romantic connections. Online dating is a prevalent practice that enables users to deceive others about their true identities and participate in prolonged chats without meeting face-to-face. Facebook is the predominant site for discovering possible partners, engaging in humorous conversations, and cultivating exclusively online love relationships. However, discussions can also occur on additional messaging techniques, such as Viber. Facebook is the dominant medium for both personal expression and public engagement through blogging. Nevertheless, a significant number of users in Myanmar choose to ignore Facebook's need for authentic profiles, as the network serves a broader purpose beyond just social connections with friends and family. Non-authentic accounts might be either benign or harmful. Given Facebook's open and fair structure, users are required to actively assess the material

they encounter. The impact of Facebook in Myanmar cannot be definitively classified as either positive or negative.

### **3.4.1 Legal Framework for Information and Communication Technology**

The prolonged operation of legal and functional frameworks and policies had a significant influence on the process of sector reform. The ICT industry is highly dynamic, requiring the government and its regulatory bodies to swiftly establish and enforce rules and regulations to ensure the efficient operation of ICT services. The government has started modifying the telecoms industry legislation to include services related to information and communication technology (ICT).

The primary goal of the Telecommunications Law, enacted in October 2013, is to deregulate the sector in order to facilitate the entry of additional private local and foreign operators and investors, hence enabling the provision of effective ICT services. However, the primary focus is on effectively enforcing the legislation's requirements after establishing and implementing rules and regulations. The existing legislative framework for ICT was established in response to an immediate need rather than as a result of a comprehensive plan. Therefore, it is necessary to consistently assess and revise rules to ensure they coordinate with technological improvements and transformation in the ICT industry (Orbicom and International Development Research Centre, 2009). The Telecommunication Law, applicable to all individuals, departments, and organizations within the territory of the Republic of the Union of Myanmar, including land, water, and the atmosphere, as well as Myanmar users residing outside the country's borders, terminated the following laws on October 8, 2013: (a) The Myanmar Telegraph Act of 1885; (b) The Myanmar Wireless Telegraphy Act of 1934.

Another significant law in Myanmar is Section 66D, which specifically pertains to social media. In 2013, the Telecommunications Law was implemented by the administration of former President Thein Sein in order to oversee and control the activities of commercial telecommunications companies. Nevertheless, a specific element of the legislation is being employed to limit the expression of peaceful ideas for political purposes. The Telecommunications Law punishes anyone who engages in activities such as coercing, forcing, illegally holding, harming, destroying, creating a nuisance, or harassing others via any telecommunications network to extent of three years in prison, fines, or both (Government of Myanmar, 2013).



### **3.4.2 The Effect of Social Media**

Currently, social media plays a significant role in influencing students' academic activities. Social media offers several benefits for students, despite the presence of certain drawbacks. The impacts of social media on students are explained in the following sections:

#### **1. Educational Benefits of Social Media**

According to Simonson et al. (2000), online learning tools are more efficient than conventional classroom instruction using textbooks due to the accessibility of online information and the flexibility to learn at any time of the day. Social media has gained credibility as a reliable and trustworthy source of information. In addition, it offers an excellent platform for educators and learners to engage with one another. Students can broaden their perspectives by connecting with educators worldwide and acquiring further information. Social media platforms provide teachers with a variety of teaching approaches to effectively engage students in their academics (Ankita Pathak, 2022).

#### **2. Easy Sharing of Information**

Now, there is no need for individuals to communicate via phone calls in order to share information. Accessing and disseminating information has become easier with the development of social media. Therefore, students have the ability to share valuable knowledge, educational resources, academic assignments, sample tests, and other examination-related information with other students and other classmates. This social networking site has specific features for students, including comprehensive access to book lists, study materials, class notes, and video lectures from lecturers. This helps greatly in the preparation for any competitive examination (Ankita Pathak, 2022).

#### **3. Online Classes**

An online class is a type of education that is conducted through an internet connection. An online course offers a variety of formats for training, including live video streaming, recorded videos, eBooks, webinars, and quizzes or tests. Online courses are typically available to students from various locations, ensuring

accessibility for a diverse range of learners. There are both free and paid options available. Online courses offer the flexibility for students to learn at their own pace, allowing them to balance their education with work and other obligations.

#### **4. Sharing wider Knowledge**

Due to its lack of geographical limitations, social media facilitates global connections for students, enabling them to acquire extensive information. Social media platforms are highly beneficial for students who encounter difficulty throughout their education, as they provide a means to obtain relevant data from many internet sources. Social media is an excellent platform for students to disseminate their knowledge. Students that pass the examination utilize social media to disseminate their knowledge and study strategies, which prove beneficial for other students preparing for the exam (Ankita Pathak, 2022).

Despite the positive effects of social media on student learning and achievement through knowledge sharing, students often incorporate the technology into their lives in ways that may not align with the course instructor's original intentions (Rathika & Sara, 2013). The existing body of literature has identified a variety of issues that social media offers for students' academic lives. People can experience online harassment and cyberbullying due to the adverse effects of social media, including the ability to access inappropriate information (O'Keeffe & Kathleen, 2011).

##### **(a) Internet Addiction**

In previous decades, the primary concern revolved around television addiction. However, contemporary difficulties concentrate around Internet addiction and the growing amount of time that both young individuals and adults dedicate to browsing the Internet. Students may become highly engaged in social media activities, to the point where they develop an addiction to them. As a result of this compulsive behavior, students engage with social media even during class, causing disruptions for others and difficulties in maintaining focus. Poor attentiveness during lectures negatively impacts academic performance. A significant number of students dedicate a considerable amount of time to utilizing their laptops, tablets, desktop computers, and smartphones to access and monitor the tweets and status updates of their friends and family. Heavy reliance on social media platforms might waste an

individual's time that could be allocated to productive work and activities. Social network addiction has the potential to waste valuable time and negatively impact individuals' lives (Christakis & Moreno, 2009).

#### **(b) Distraction**

Taking excessive amounts of time on social media platforms can divert attention and hinder the ability to concentrate on a certain job. Hence, the overutilization of social media networking consumes a significant portion of students' time and diverts it towards unproductive, occasionally immoral, deceitful, or inappropriate actions. Consequently, social networking platforms amplify students' inclination towards non-educational, unethical, and improper behaviors. Students frequently use social media as a means of wasting time and avoiding meaningful academic involvement. The use of social media has impacted students' academic performance; a majority of the participants employed social media platforms primarily for chatting rather than for academic activities (Owusu-Acheaw & Larson, 2015).

#### **(c) Cyber Bullying**

Cyberbullying refers to the frequent use of electronic media by people or organizations to actively damage or cause inconvenience to others through hostile or violent comments (Tokunaga, 2010). Cyberbullying encompasses several methods of composing and sharing harmful or inappropriate content on the internet. These encompass dangerous communications, inappropriate conduct, and false remarks about someone's character; the dissemination of false information, whispers, or gossip; and the encouragement of others to disseminate and circulate such posts. According to Lenhart et al. and Parker (2015), there is a correlation between students' growing use of social media platforms and the occurrence of cyberbullying.

#### **(d) Writing and Spelling Skills Deficiency**

Students commonly employ slang terms or word abbreviations while communicating on social media sites. This practice has the potential to impact their communication abilities in terms of writing and spelling. Many social media users frequently rely on their smartphones for assistance with language structure and

spelling through the use of check highlights. According to (Hashem & EI-Badawy, 2015), this decreases their proficiency in language and language utilization, as well as their capacity for creative writing.

## CHAPTER IV

### SURVEY ANALYSIS

#### 4.1 Survey Profile

Kalay University, a public institution under the Department of Higher Education, Ministry of Education, offers a variety of courses and programs leading to officially recognized higher education degrees across multiple fields of study. The university comprises fourteen major teaching departments: Myanmar, English, Geography, History, Philosophy, Oriental Studies, Law, Economics, Chemistry, Physics, Mathematics, Botany, Zoology, and Geology. In addition to its academic programs, Kalay University provides a range of facilities and services to support students, including a library, administrative services, and distance education services.

Table 4.1 presents the names of the undergraduate degrees offered at Kalay University.

**Table (4.1) Names of Undergraduate Degrees in the Kalay University**

No.	Names of Degrees (Bachelor of Arts and Science)
1	B.A. (Myanmar)
2	B.A. (English)
3	B.A. (Geography)
4	B.A. (History)
5	B.A. (Philosophy)
6	B.A. (Oriental Studies)
7	B.A. (Law)
8	B.A. (Economics)
9	B.Sc. (Chemistry)
10	B.Sc. (Physics)
11	B.Sc. (Mathematics)
12	B.Sc. (Botany)
13	B.Sc. (Zoology)
14	B.Sc. (Geology)

Source: Kalay University

During the 2023-2024 academic year, Kalay University had a total enrollment of 616 undergraduate students, as reported by the Department of Academic Affairs.

**Table (4.2) Numbers of Undergraduate Students (2023-2024)**

No.	Years	Males	Females	Total
1	First year	32	103	135
2	Second year	58	152	210
3	Third year	37	76	113
4	Fourth year	47	111	158
	<b>Total</b>	<b>174</b>	<b>442</b>	<b>616</b>

Source: Department of Academic Affairs

Table (4.2) displays the numbers of undergraduate students currently enrolled at Kalay University for the academic year 2023-2024. The largest group comprises second-year students, totaling 210. This suggests that second-year students are highly involved in campus activities, organizations, and social networks, which significantly enriches their university experience and fosters a lasting passion for learning. Conversely, third-year students form the smallest group, with 113 students. This indicates that third-year students are often deeply immersed in their major-specific courses, resulting in a more focused and specialized academic experience. Additionally, the number of female students is substantially greater than that of male students each year.

#### **4.2 Survey Design**

The survey was conducted at Kalay University in February 2024, one month before the undergraduate students' examinations. According to the Academic Affairs Office at Kalay University, there are currently 616 undergraduate students enrolled from first year to final year for the 2023-2024 academic year. Approximately 250 questionnaires were randomly distributed, and 204 completed surveys were returned, representing about 33% of the undergraduate student population.

The descriptive method was utilized for the analysis of the responses. The data analysis in the study was conducted using the Statistical Package for Social Science (SPSS). The survey questionnaire comprises Likert scale questions and multiple-choice questions. In order to examine the impact of social media on the

social lives of undergraduate students at Kalay University, the questionnaire comprised five primary components: respondent profile (seven questions), social lifestyle (seven questions), academic performance (seven questions), career and professional development (four questions), and health and culture (four questions).

### 4.3 Survey Results

The initial phase of data analysis focused on gathering demographic information relevant to the study. Subsequently, the study proceeded to analyze four key components: social lifestyle, academic performance, career and professional development, and health and cultural engagement. The following section provides a detailed analysis and description of each component studied.

#### 4.3.1 Demographic Profile of Respondents

A total of 204 undergraduate students from Kalay University participated in the study, representing various academic departments including Myanmar, English, Geography, History, Philosophy, Oriental Studies, Law, Economics, Chemistry, Physics, Mathematics, Botany, Zoology, and Geology. Table 4.3 presents the demographic profile of these students.

**Table (4.3) Demographic Profile of Respondents**

No.	Category	Item	Frequency	Percentage
1	Gender	Male	78	38.2
		Female	126	61.7
		<b>Total</b>	<b>204</b>	<b>100.0</b>
2	Age	16-20	36	17.7
		21-25	161	78.9
		26-30	7	3.4
		<b>Total</b>	<b>204</b>	<b>100.0</b>
3	Education	First year	24	11.8
		Second year	48	23.5
		Third year	56	27.5
		Final year	76	37.2
		<b>Total</b>	<b>204</b>	<b>100.0</b>

**Table (4.3) Demographic Profile of Respondents (Cont'd)**

No.	Category	Item	Frequency	Percentage
4	No. of social media sites that students utilize	1	23	11.3
		2	18	8.8
		3	28	13.7
		4	135	66.2
		<b>Total</b>	<b>204</b>	<b>100.0</b>
5	Time spent on social media	Less than thirty Minutes	3	1.5
		Sixty Minutes	39	19.1
		two hours to four hours	117	57.4
		five hours to seven hours	35	17.2
		More than seven hours	10	4.9
		<b>Total</b>	<b>204</b>	<b>100.0</b>
6	Frequency of using social media	Facebook	118	57.8
		TikTok	56	27.5
		Telegram	17	8.3
		Viber	4	2.0
		Instagram	2	1.0
		Twitter	2	1.0
		Whatsapp	1	.5
		Linkedin	1	.5
		Snapchat	1	.5
		Other	2	1.0
		<b>Total</b>	<b>204</b>	<b>100.0</b>
7	Purpose of social media usage	Find some knowledge about my academics	75	36.8
		Find new friends	8	3.9
		Find some information about carrier development	40	19.6
		Reduce stress	81	39.7
		<b>Total</b>	<b>204</b>	<b>100.0</b>

Source: Survey data, 2024.



The survey data reveals that out of the 204 undergraduate students from Kalay University, 38.2% were male (78 students) and 61.7% were female (126 students).

Regarding age distribution, the majority of students (78.9%) fell within the 21-25 age range (161 students). A smaller proportion were aged 16-20 years (17.7%, 36 students), while those aged 26-30 years constituted only 3.4% (7 students). This age profile illustrates that the study predominantly includes young adults in the early to mid-stages of their undergraduate education.

The distribution across educational years shows that final-year students (37.2%, 76 students) are the most represented group, followed by third-year students (27.5%, 56 students), second-year students (23.5%, 48 students), and first-year students (11.8%, 24 students). This distribution reflects the progression of students through their academic journey, providing insights into how social media usage may vary across different stages of undergraduate education.

The survey data indicates that a significant majority of students (66.2%, 135 students) utilize four social media sites. A smaller percentage use three sites (13.7%, 28 students), two sites (8.8%, 18 students), and only one site (11.3%, 23 students). This finding highlights the multi-platform engagement of students on social media, suggesting varied preferences and purposes for usage.

Regarding the time spent on social media, a notable portion of students (57.4%, 117 students) reported spending between two to four hours daily. This was followed by those spending less than thirty minutes (1.5%, 3 students), sixty minutes (19.1%, 39 students), five to seven hours (17.2%, 35 students), and more than seven hours (4.9%, 10 students). These findings underscore the diverse patterns of social media usage among students, reflecting varying degrees of engagement and potential impacts on academic and personal life.

In terms of platform preference, Facebook emerged as the most frequently used social media platform among respondents (57.8%, 118 students), followed by TikTok (27.5%, 56 students), and Telegram (8.3%, 17 students). Viber, Instagram, Twitter, Whatsapp, LinkedIn, Snapchat, and other platforms collectively accounted for smaller percentages of usage. This distribution highlights the popularity and diversity of social media platforms among undergraduate students at Kalay University.

The survey findings indicate that social media serves various purposes for students. A significant number of students (39.7%, 81 students) use it primarily to

reduce stress, while others use it to find knowledge related to their academics (36.8%, 75 students) and information for career development (19.6%, 40 students). Finding new friends was cited by a smaller proportion of students (3.9%, 8 students). These purposes reflect the multifaceted role of social media in students' lives, influencing both academic and social aspects.

### 4.3.2 Social Life Style

This section explores the social lifestyles of respondents at Kalay University. Students' attitudes were assessed using a five-point Likert scale. Each question was rated on a scale where 1 indicates strong disagreement, 2 indicates disagreement, 3 indicates neutrality, 4 indicates agreement, and 5 indicates strong agreement. A mean score above three suggests a positive impact on their social life, while a score below three suggests an uncertain impact.

**Table (4.4) Responses for Social Life Style**

No.	Statement	Mean	Std. Deviation
2.1	Social networking sites have a significant impact on the behavior of students.	3.62	.843
2.2	Social networking sites are more effective in communicating with our friends and family.	4.31	.811
2.3	Social network improves your social life style.	3.68	.917
2.4	Social media sites solve student's personal problems.	2.99	1.105
2.5	I feel stressed out due to use of social media.	3.66	.920
2.6	Students are not becoming addicted to social media.	2.70	1.155
2.7	Social networking sites are increasingly used to maintain contact with close social ties.	3.83	.833
	<b>Overall</b>	3.54	0.941

Source: Survey data, 2024

Based on the survey results, students perceive that social networking sites significantly influence student behavior, with a mean score of 3.62. This suggests that students recognize these platforms as having a noticeable effect on how they behave in various social contexts, possibly influencing their interactions and social conduct.

The majority of students believe that social networking sites are highly effective for communication with friends and family, as indicated by a mean score of 4.31. This high rating reflects the widespread use and perceived utility of social media for maintaining and fostering personal relationships.

With a mean score of 3.68, students generally agree that social networks contribute positively to their social lifestyle. This suggests that students view social media as enhancing their overall social interactions and experiences, potentially enriching their social lives.

Students rated social media's ability to solve personal problems lower, with a mean score of 2.99. This indicates that while some students see benefits, such as accessing information and support, others may not perceive social media as effective in resolving personal issues.

A mean score of 3.66 suggests that a significant number of students feel stressed due to their use of social media. This finding highlights concerns regarding the emotional impact of excessive social media usage among respondents.

With a mean score of 2.70, students express moderate concern about potential addiction to social media platforms. This indicates awareness among students of the addictive nature of these technologies and its potential impact on their well-being.

Students strongly agree that social networking sites are increasingly used to maintain contact with close social ties, as reflected by a mean score of 3.83. This underscores the role of social media in facilitating and sustaining interpersonal relationships among students.

The average score for the social lifestyle of undergraduate students is 3.54, suggesting a general consensus among students regarding the impact of social media on their social lives. This indicates that students widely acknowledge the significant influence of social networking sites on their behavior and social interactions. They recognize social media as an effective tool for communication, while also acknowledging both its positive aspects, such as enhancing social lifestyles, and its negative aspects, including increased stress.

### **4.3.3 Academic Performance**

This section evaluates the academic performance of respondents at the University. Attitudes were measured using a five-point Likert scale, where each question was rated from 1 (strongly disagree) to 5 (strongly agree). A mean score

above three suggests a positive impact on academic performance, while a score below three indicates a potentially uncertain impact.

Table 4.5 presents the survey data detailing undergraduate students' perceptions of the influence of social networking sites on various aspects of academic performance at Kalay University.

**Table (4.5) Responses to Academic Performance**

No.	Statement	Mean	Std. Deviation
3.1	Social networking sites are influencing students' communication and writing styles.	3.01	1.078
3.2	Social networking sites can be effective tool for E-learning for students.	3.96	.815
3.3	Social media sites enhance student's academic performance.	3.70	.740
3.4	If I stop using social media, I will not perform well academically.	3.02	.957
3.5	Social Media solves the student's academic problem.	3.34	.936
3.6	Students who spend more time on social media are likely to perform well in their academic activities.	3.19	.946
3.7	Scholars may find study-related groups and sites on social media, which can aid students with their academics.	3.73	.782
	<b>Overall</b>	<b>3.44</b>	<b>.885</b>

Source: Survey data, 2024

According to survey results, students perceive a moderate influence of social networking sites on their communication and writing styles. This could be attributed to the pervasive use of platforms like Facebook and Twitter, where informal communication norms may affect how students express themselves academically. The mean score of 3.01 suggests a notable but not overwhelming impact, reflecting a mixed perception among respondents.

Students strongly agree that social networking sites are effective tools for E-learning. This high mean score of 3.96 shows the perceived utility of platforms such as online forums, educational groups, and video-sharing sites for supplementary

learning. The accessibility and interactive nature of these platforms likely contribute to their perceived effectiveness in supporting academic pursuits.

The survey data reveals that students believe social media positively impacts their academic performance. With a mean score of 3.70, respondents indicate that engagement with social media contributes beneficially to their studies. This perception may stem from the ability to access educational resources, collaborate with peers, and receive academic support through online platforms.

Students express a neutral stance regarding the dependence on social media for academic performance, as indicated by a mean score of 3.02. This suggests that while some perceive a potential negative impact on academic performance if they cease using social media, others are less convinced of this dependency.

The data suggests a moderate belief among students that social media platforms can help solve academic challenges. This mean score of 3.34 reflects a perception that while social media may offer resources and support, it may not always be a definitive solution to academic difficulties.

There is a moderate perception among students that increased time spent on social media correlates with better academic performance, as indicated by a mean score of 3.19. This belief may stem from the potential benefits of accessing educational content and networking opportunities, although individual study habits and time management also play significant roles.

Students strongly agree that social media facilitates access to study-related groups and sites that support academic pursuits. The high mean score of 3.73 suggests widespread recognition of social media's role in connecting scholars and providing academic resources. This underscores its perceived value in enhancing learning experiences outside traditional classroom settings.

Regarding the influence of social networking sites on students' academic performance, the overall mean of 3.44 indicates a general agreement that social networking sites have a positive influence on students' academic performance and related activities.

#### **4.3.4 Career & Professional Development**

This section evaluates the career and professional development of respondents at the University. Attitudes were assessed using a five-point Likert scale, where each question ranged from 1 (strongly disagree) to 5 (strongly agree). A mean score above

three indicates a perceived beneficial impact on career development, while a score below three suggests a potentially uncertain impact.

Table 4.6 shows the perceptions of the career and professional development of the students, taking part in the survey.

**Table (4.6) Responses to Career & Professional Development**

No.	Statement	Mean	Std. Deviation
4.1	I have been found a job through social media.	3.53	.979
4.2	I use Social Media Platforms for career development purpose.	3.51	.896
4.3	Finding relevant career on social media is easy and straightforward.	3.48	.923
4.4	Student use social media to collaborate with other students on virtual project that they interest.	3.88	.713
	<b>Overall</b>	<b>3.6</b>	<b>0.188</b>

Source: Survey data, 2024

Students' perceptions regarding career and professional development through social media are generally positive. A notable 3.53 mean score indicates that a considerable number of students have successfully secured job opportunities through social media platforms. This indicates that social media is effective as a job search tool for university students.

Additionally, with a mean score of 3.51, students frequently utilize social media platforms for career development purposes. This suggests that many students perceive these platforms as valuable resources for advancing their professional aspirations and networking with potential employers or industry contacts.

Furthermore, the survey reveals that finding relevant career opportunities on social media is perceived as relatively easy and straightforward, with a mean score of 3.48. This ease of access to career-related information on social media platforms likely contributes to students' active engagement in leveraging these platforms for professional growth and development.

Moreover, the high mean score of 3.88 indicates that students frequently collaborate with peers on virtual projects of mutual interest via social media. This collaborative aspect enhances their professional skills and expands their network, further highlighting the multifaceted role of social media in supporting career and educational endeavors among university students.

According to the survey data, it reflects a positive perception among students regarding the utility of social media for career and professional development, emphasizing its role beyond social interaction to encompass significant opportunities for enhancing their future prospects.

#### 4.3.5 Health & Culture

This component evaluates the health and cultural perspectives of respondents at the University using a five-point Likert scale. Scores above three indicate a perceived beneficial impact on their health and cultural outlook, while scores below three suggest a potentially uncertain impact.

**Table (4.7) Responses to Health & Culture**

No.	Statement	Mean	Std. Deviation
5.1	Using social media can provide the effective resource for getting online health information.	3.91	.863
5.2	Using social media promotes students in their health awareness.	3.90	.788
5.3	Using social media may be improved the construction and maintenance of cultural identities.	3.36	.980
5.4	Social media has contributed to the uniform of global culture.	2.99	1.138
	<b>Overall</b>	<b>3.54</b>	<b>0.942</b>

Source: Survey data, 2024

Table (4.7) presents the survey results detailing undergraduate students' perceptions of social media's influence on health awareness and cultural identity, based on their responses to specific statements.

Students generally agree that using social media can be an effective resource for obtaining online health information (Mean = 3.91). This indicates that students perceive social media platforms as valuable tools for accessing health-related knowledge and resources, potentially enhancing their ability to gather information about health topics online.

Additionally, students believe that social media plays a role in promoting health awareness among students (Mean = 3.90). This suggests that social media platforms are seen as influential in raising awareness about health-related issues and encouraging healthier behaviors among users.

Regarding cultural impacts, respondents also acknowledge that social media may contribute to the construction and maintenance of cultural identities (Mean = 3.36). This implies that students recognize social media platforms as platforms that can facilitate cultural expression and identity maintenance within diverse communities.

However, students are more neutral regarding the contribution of social media to the uniformity of global culture (Mean = 2.99). This suggests that while social media may have some influence on global cultural trends, opinions are divided among respondents regarding the extent and nature of this impact.

It can be concluded that students have positive perceptions regarding the potential of social media to enhance health awareness and cultural identity, while opinions are more varied regarding its impact on global cultural uniformity.



## **CHAPTER V**

### **CONCLUSION**

This chapter includes the key findings and implications of the study on undergraduate students' attitudes towards social media at Kalay University and some recommendations. By reflecting on the insights gained from analyzing students' perceptions and behaviors related to social media, this conclusion provides a comprehensive overview of the study's contributions to understanding the dynamic interplay between technology, education, and student experiences.

#### **5.1 Findings**

The study aimed to investigate the reasons for using social media among students and to explore their attitudes and perceptions towards its utilization. Through a quantitative approach involving 204 undergraduate students at Kalay University, the study shed light on the multifaceted role of social media in the lives of young individuals, particularly in the academic context.

The study revealed that students have diverse motivations for engaging with social media platforms. A significant proportion of students, approximately 39.7%, primarily use social media as a means to reduce stress. This finding shows the role of social media as a coping mechanism for managing academic pressures and personal challenges. By turning to social media for stress reduction, students leverage these platforms as outlets for relaxation and distraction from their daily stressors.

Moreover, a considerable percentage of students, around 36.8%, utilize social media to access knowledge related to their academic pursuits. This highlights the educational value that social media offers, serving as a resource for students to gather information, seek academic support, and enhance their learning experiences. The study indicates that students recognize the potential of social media not only for social interactions but also as a tool for academic enrichment and skill development.

Additionally, a notable proportion of students, approximately 19.6%, use social media for information related to career development. This demonstrates that

students perceive social media as a platform that can provide insights into professional opportunities, networking possibilities, and industry trends. By leveraging social media for career-related purposes, students aim to enhance their employability and explore potential pathways for future success.

In terms of attitudes and perceptions towards Social Media Use, the study uncovered a range of attitudes and perceptions among students regarding their engagement with social media platforms. For academic performance, students generally view social media positively, with a majority indicating that it contributes beneficially to their studies. This positive perception may stem from the accessibility of educational resources, opportunities for collaboration with peers, and avenues for academic support available through online platforms.

While students acknowledge the benefits of social media in enhancing their academic experiences, concerns exist regarding the potential dependency on these platforms for academic success. The study found that students express a neutral stance on the idea of being academically reliant on social media, indicating a mixed perception among respondents. This suggests that while students recognize the advantages of using social media for learning, they also contemplate the balance between its benefits and potential drawbacks in academic settings.

Furthermore, the study highlighted students' attitudes towards the impact of social media on their social lifestyles. Students perceive social media as significantly influencing their behavior, particularly in social contexts. This influence on behavior points out the role of social media in shaping social interactions, communication styles, and relationship dynamics among students.

In terms of stress levels, the study revealed that a considerable number of students feel stressed due to their use of social media. This finding emphasizes the potential negative impact of excessive social media usage on students' mental well-being and emotional health. While social media offers avenues for connectivity and socialization, it also poses challenges related to information overload, comparison pressures, and digital distractions that can contribute to heightened stress levels among students.

Moreover, students exhibit varying levels of concern regarding potential addiction to social media platforms. This awareness of the addictive nature of social media technologies reflects students' recognition of the need for responsible and balanced usage to mitigate the risks associated with excessive engagement. By

acknowledging the potential pitfalls of social media addiction, students demonstrate a critical awareness of the importance of maintaining healthy digital habits and boundaries.

To sum up, the study's findings underscore the complex interplay between students' reasons for using social media, their attitudes towards its impact on academic performance and social interactions, and their perceptions of the benefits and challenges associated with social media engagement. By examining the multifaceted role of social media in students' lives, the study provides valuable insights into how young individuals navigate the digital landscape, leveraging social media for academic, social, and personal purposes while also grappling with the complexities and implications of their online interactions.

## **5.2 Recommendations**

Based on the survey results and the findings of the study regarding students' use of social media and their attitudes towards it, the following suggestions can be proposed to students themselves to better navigate the influence of social media on academic and personal lives.

Educational programs that focus on enhancing students' digital literacy skills should be implemented. By providing guidance on critical thinking, online information evaluation, and responsible social media usage, educators should empower students to navigate the digital landscape effectively.

Students should be encouraged to maintain a balanced approach to social media usage. Promote awareness of the potential risks of excessive engagement, such as stress and addiction, and emphasize the importance of setting boundaries and prioritizing offline activities for overall well-being.

Social media tools and platforms should be integrated into academic settings to enhance learning experiences. It can be suggested to encourage the use of social media for educational purposes, collaborative projects, and academic discussions to leverage its potential for academic enrichment and knowledge sharing.

Access to mental health resources and support services should be provided to help students manage stress related to social media use. It is recommended offering counseling services, stress management workshops, and mindfulness practices to promote students' emotional well-being and resilience in the face of digital pressures.

In terms of career development guidance, workshops on personal branding, networking strategies, and professional online presence should be provided to help students utilize social media effectively in advancing their career goals and aspirations.

For community building initiatives, students should be encouraged to have face-to-face interactions, group activities, and campus events to promote social bonding, interpersonal relationships, and a supportive offline network.

Peer support networks and mentorship programs should be conducted for the students to encourage positive online interactions and mutual assistance among students. It is advisable to build a culture of peer mentorship, digital citizenship, and collaborative learning to promote a supportive online community within the university environment.

By implementing these suggestions, educational institutions and students can work together to harness the benefits of social media while mitigating its potential drawbacks, fostering a balanced and positive digital experience for all stakeholders involved.

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**APPENDIX (A)**  
**THE EFFECT OF USING SOCIAL MEDIA AMONG**  
**YOUNG PEOPLE**  
**(A CASE STUDY OF UNDERGRADUATE STUDENTS ON**  
**KALAY UNIVERSITY)**

**1. Profile of respondents**

1. Age of respondents

- 16-20
- 21-25
- 26-30

2. year of respondents

- First
- second
- Third
- Final

3. Gender

- Male
- Female

4. What is the number of social media sites you utilize?

(Social media sites refers to Facebook, Tiktok, LinkedIn, Snapchat etc)

- 1
- 2
- 4

5. How much time do you use per day on social media.

- Less than thirty Minutes
- Sixty Minutes
- two hours to four hours
- five hours to seven hours
- More than seven hours

6. What is the social media do you use the most?

- Facebook
- Instagram
- Twitter
- Tiktok
- WhatsApp
- LinkedIn
- Snapchat
- Viber
- Others

7. What is the purpose of social media usage?

- Find some knowledge about carrier development
- Get some information about my academics
- Reduce stress
- Find new friends

8. Please complete the following questionnaire with specific regard to the above enquiry, by placing in a table in the appropriate box.

II. Social Media use for Social Life Style	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1. Social networking sites have a significant impact on the behavior of students.					
2. Social networking sites are more effective in communicating with our friends and family.					
3. Social network improves your social life style and values.					
4. Social media sites solves student's personal problems.					
5. I feel stressed out due to use of social media.					
6. Students are not becoming addicted to social media.					
7. Social networking sites are increasingly used to maintain contact with close social ties.					

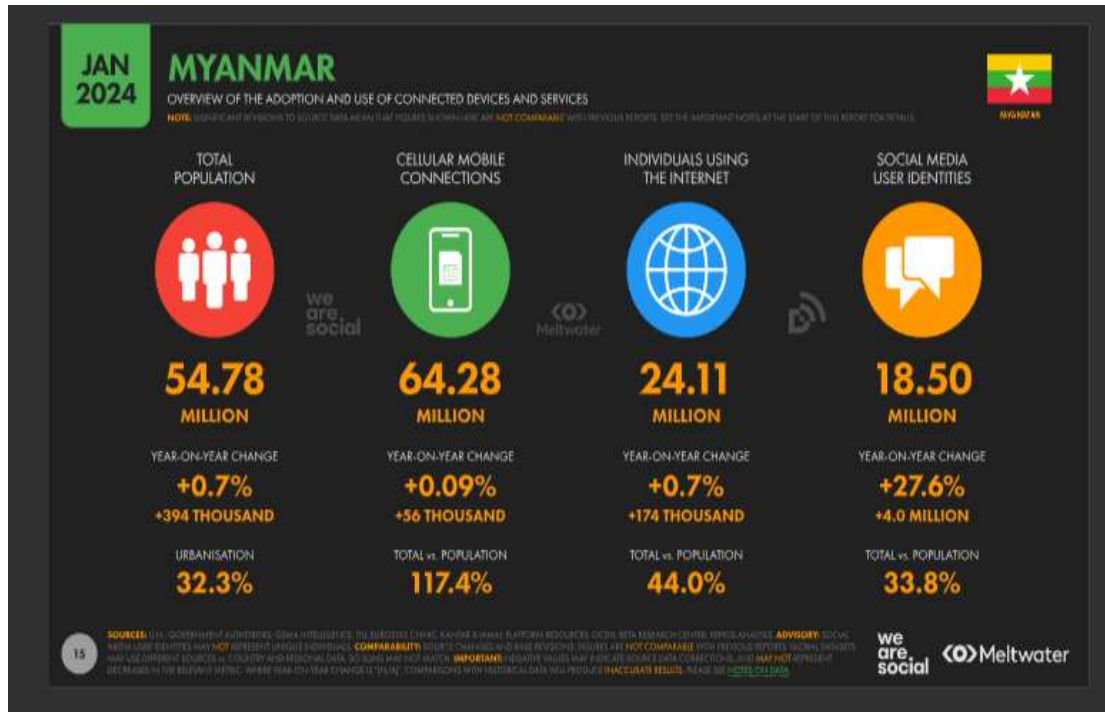
III. Social Media use for Academic Performance	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1. Social networking platforms are influencing student communication and writing styles.					
2. Social networking sites can be effective tool for E-learning for students.					
3. Social media sites enhance student's academic performance.					
4. I will not perform well in my academics even if I stop using social media.					
5. Social Media solves the student's academic problem.					
6. Students who spend more time on social media are likely to perform well in their academic activities.					
7. Scholars may find study-related groups and sites on social media, which can aid students with their academics.					

IV. Social Media use for Career & Professional Development	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.I has been found a job through social media.					
2.I use Social Media Platforms for career development purpose.					
3.Finding relevant career on social media is easy and straightforward.					
4.Student use social media to collaborate with other students on virtual project that they interest.					

V. Social Media use for Health and Culture	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.Using social media can provide the effective resource for getting online health information.					
2.Using social media promotes students in their health awareness.					
3.Using social media may be improved the construction and maintenance of cultural identities.					
4.Social media has contributed to the uniform of global culture.					

## APPENDIX (B)

Figure Statistics Data of Myanmar Mobile, Internet and Social Media Use



Source: Digital 2024, Myanmar