

## **Effect of Social Media on Personality of High school students**

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### **Abstract**

Social media has become an influential force in the lives of students, particularly during adolescence, a crucial stage of personality development. This study examines the effect of social media on the personality of high school students, focusing on emotional, social, and behavioral characteristics such as self-esteem, confidence, communication skills, emotional stability, and social interaction. Social networking platforms including Instagram, Facebook, WhatsApp, Snapchat, and YouTube provide students with opportunities for self-expression, creativity, and social connectivity. However, excessive use of these platforms may also result in negative outcomes such as anxiety, emotional stress, social comparison, and reduced face-to-face interaction. The study adopts a descriptive survey methodology involving 100 high school students selected through random sampling. Data were collected using a structured questionnaire and analyzed using percentage analysis. The findings reveal that moderate and purposeful use of social media positively influences communication skills and confidence, while excessive usage negatively affects emotional well-being, self-esteem, and interpersonal behavior. The study highlights the importance of digital literacy, parental guidance, and school-based awareness programs to promote balanced social media use and healthy personality development among students.

### **Keywords:**

Social media, personality development, high school students, self-esteem, emotional behavior, adolescence

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### **Introduction:**

The rapid growth of digital technology has significantly changed the way individuals communicate and interact. Social media has become one of the most powerful tools influencing young people today. High school students, in particular, spend a considerable amount of time on social media platforms such as Instagram, Facebook, WhatsApp, Snapchat, and YouTube. These platforms allow students to communicate instantly, express their thoughts, share experiences, and explore the world beyond their immediate surroundings.

Personality refers to the combination of emotional, social, and behavioral characteristics that define an individual. Adolescence is a critical stage in personality development, as students begin to form their

self-identity, values, confidence, and emotional maturity. During this stage, individuals are highly influenced by their surroundings, including peers, family, school environment, and media.

Social media plays a major role in shaping students' personalities. On the positive side, it can enhance communication skills, creativity, confidence, and awareness. Students can express themselves freely and connect with others who share similar interests. On the negative side, excessive social media use can lead to addiction, anxiety, low self-esteem, emotional instability, and reduced real-life social interaction.

This research paper aims to study the effect of social media on the personality of high school students. The study seeks to identify both positive and negative effects and emphasizes the need for balanced and responsible use of social media.

### **Materials and Methods / Methodology:**

#### **Research Design**

The study used a **descriptive research design** to understand the effects of social media on students' personality traits. This method was chosen because it allows the collection of factual information about students' behaviors, opinions, and experiences.

#### **Population and Sample**

The population of the study consisted of high school students aged between 14 and 18 years. A sample of **100 students** was selected using random sampling techniques to ensure equal representation of gender and academic background.

#### **Research Instrument**

A structured questionnaire was used as the main research tool. The questionnaire included the following sections:

- Personal information
- Frequency and duration of social media use
- Social media platforms used
- Emotional effects of social media
- Social and behavioral effects

#### **Data Collection Procedure**

Permission was obtained from school authorities before conducting the study. Students were informed about the purpose of the research and assured that their responses would remain confidential. Questionnaires were distributed and collected during school hours.

#### **Data Analysis**

The collected data were analyzed using simple percentage analysis. The results were presented using **tables and charts** for better understanding.

**Results:**

<b>Time Spent per Day</b>	<b>Number of Students</b>	<b>Percentage (%)</b>
Less than 1 hour	12	12%
1–2 hours	28	28%
2–4 hours	40	40%
More than 4 hours	20	20%
<b>Total</b>	<b>100</b>	<b>100%</b>

The results indicate that social media has a noticeable impact on students' personality development.

**Table 1: Daily Time Spent on Social Media**

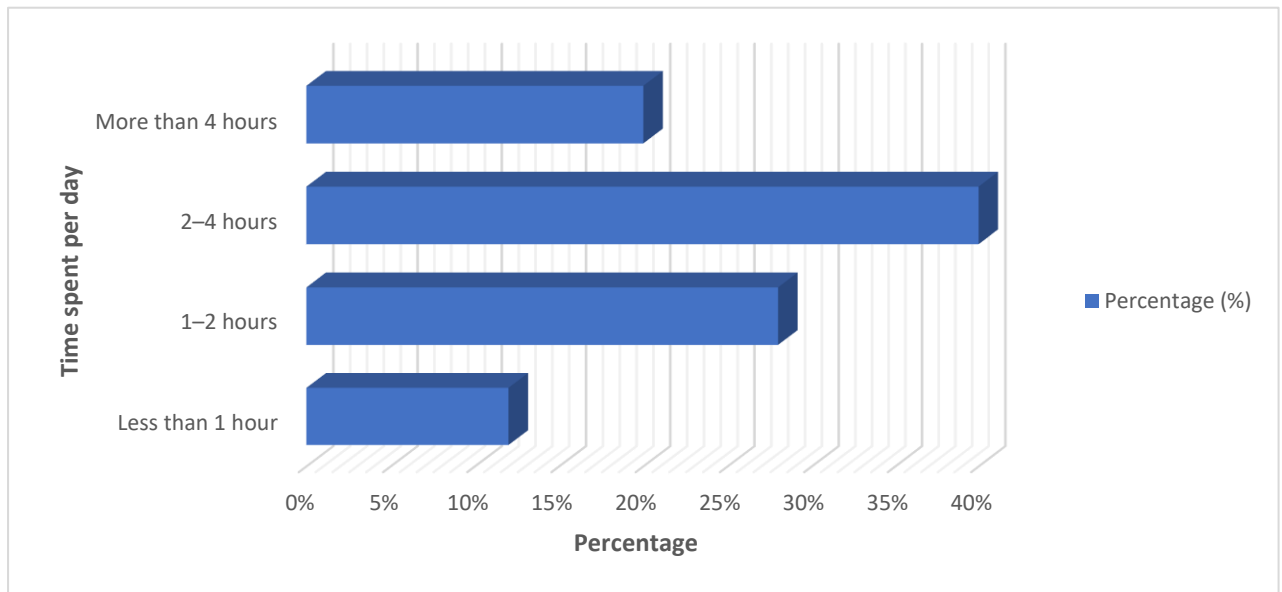
**Table 2: Most Commonly Used Social Media Platforms**

<b>Platform</b>	<b>Percentage of Students</b>
Instagram	35%
WhatsApp	30%
YouTube	20%
Facebook	10%
Others	5%

**Table 3: Perceived Effect of Social Media on Personality Traits**

<b>Personality Trait</b>	<b>Positive Effect (%)</b>	<b>Negative Effect (%)</b>
Self-confidence	34%	22%
Communication skills	52%	14%
Emotional stability	26%	41%
Self-esteem	29%	38%
Social interaction	31%	44%

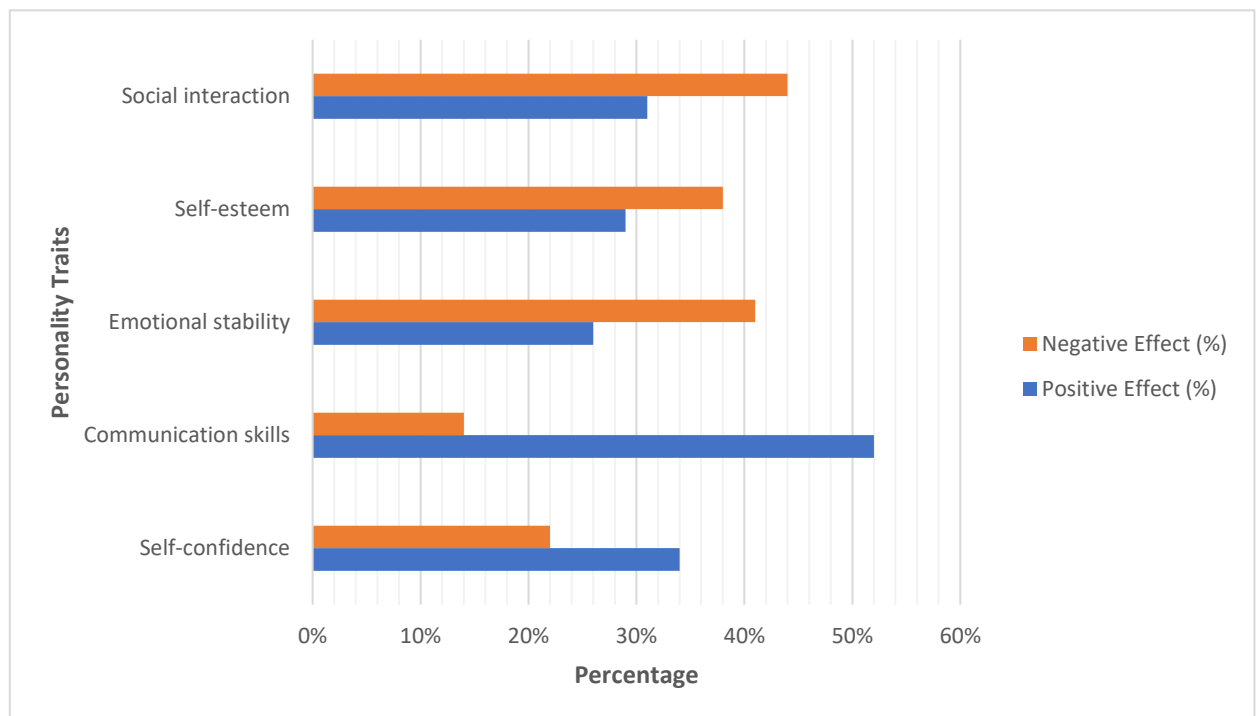
**Chart 1: Time Spent on Social Media**



The bar chart shows that the majority of students spend **2-4 hours per day** on social media, followed by students who spend **more than 4 hours daily**.

**Chart 2: Positive vs Negative Effects on Personality**

This chart compares positive and negative effects of social media on personality traits.



Communication skills show the highest positive impact, while emotional stability and social interaction show higher negative impacts.

**Discussion:**

The findings of this study reveal that social media has both positive and negative effects on the personality of high school students. Many students reported improved communication skills and confidence as a result of interacting on social media platforms. These platforms provide opportunities for self-expression, creativity, and social connection.

However, the study also found significant negative effects, especially related to emotional stability and self-esteem. Excessive use of social media often leads to unhealthy social comparison, stress, and anxiety. Students who spend long hours online tend to reduce face-to-face interaction, which can negatively affect interpersonal skills.

These results support previous research suggesting that moderation and responsible use of social media are essential. Adolescents need guidance to develop emotional balance, self-control, and digital responsibility. Parents and teachers play an important role in monitoring usage and encouraging healthy online behavior.

**Conclusion:**

The study concludes that social media has a significant influence on the personality development of high school students. When used in moderation, social media can enhance communication skills, confidence, and social awareness. However, excessive and uncontrolled use can negatively affect emotional well-being, self-esteem, and social behavior.

To promote healthy personality development, students should be encouraged to balance online and offline activities. Schools should implement digital literacy and awareness programs, while parents should actively supervise and guide students' social media usage. With proper guidance, social media can be a positive tool rather than a negative influence.

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