

# Correlation of Social Media Activities and University's Students Academic Performance.

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- **Abstract:** In this day and age, social media use is prevalent among millennial students. The relationship between student's time spent on social media and their cumulative grade point average (CGPA) was investigated in this study. The questionnaire that is used for this survey is a telephone questionnaire and collected six details from the respondents. They are; (i) gender, (ii) current enrolled semester, (iii) the most commonly used social media platform, (iv) an approximation of time spent on the social media platform, (v) current year of study, and (vi) current CGPA. A correlational analysis method was proposed to investigate the strength of relationships that naturally occurs between time spent on social media and student's academic performance. A hypothesis test has been conducted to further evaluate the significance of the relationship between time spent on social media and student's academic performance. From the correlation analysis, there is insufficient evidence to demonstrate a relationship between student's time spent on social media and their academic performance. Based on the study's findings, the time spent by students on social media does not have a detrimental effect on student's academic performance. The results suggest that there is another factor that contributes to the CGPA of students.
- **Keywords:** cumulative grade point average (CGPA), correlational analysis method, hypothesis test