
Title Proposal for Quantitative Research

Research Title: The Impact of Social Media Usage on Academic Performance among University Students

Introduction: In recent years, social media has become an integral part of daily life, particularly among university students. This study aims to investigate the correlation between social media usage and academic performance, examining whether the time spent on social media platforms affects students' grades and overall academic achievements.

Research Questions:

1. What is the average amount of time university students spend on social media per day?
2. Is there a significant relationship between the amount of time spent on social media and students' GPA?
3. Which social media platforms are most frequently used by university students, and how do these platforms impact their academic performance?

Hypotheses:

1. H1: There is a negative correlation between the time spent on social media and students' GPA.
2. H2: The use of social media platforms such as Instagram and TikTok has a more significant impact on academic performance than platforms like LinkedIn or educational forums.
3. H3: Students who use social media primarily for academic purposes have higher GPAs compared to those who use it for entertainment.

Methodology:

- **Participants:** The study will involve 300 university students from various faculties.
- **Data Collection:** A structured questionnaire will be used to gather data on social media usage and academic performance (self-reported GPA).
- **Analysis:** Pearson correlation coefficient and multiple regression analysis will be employed to analyze the data and test the hypotheses.

Significance of the Study: This research will provide insights into how social media usage affects academic performance, offering valuable information for educators, policymakers, and students. Understanding these dynamics can help in developing strategies to optimize social media use for academic success.

Timeline:

- Literature Review: 1 month
- Survey Design and Pilot Testing: 1 month
- Data Collection: 2 months
- Data Analysis: 1 month
- Report Writing: 1 month

References:

- Smith, A. (2020). Social Media Use in Academia: Impact on Student Performance. *Journal of Educational Technology*, 12(3), 45-56.
- Johnson, K. (2019). The Effects of Social Media on University Students. *Educational Research Quarterly*, 18(2), 33-48.

Budget:

- Survey Tools and Software: \$500
- Participant Incentives: \$1,000
- Data Analysis Software: \$300

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- Miscellaneous Expenses: \$200
 - **Total Budget:** \$2,000

Researcher Information:

- **Principal Investigator:** Dr. John Doe, Department of Education, XYZ University
- **Co-Investigator:** Dr. Jane Smith, Department of Psychology, XYZ University
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