

Addiction and Usage of Social Media and Its Perceived Impact on Academic Performance among Dental Students in Chengalpet District – A Cross Sectional Study.

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ABSTRACT:

INTRODUCTION: Dentistry has shown an interest in sprouting its arms to the world, Social media is a popular, facile, and affordable way to advertise a Dental practice related to health or tweet on that, listen to experts, attend online lectures and clinical skill workshops, work on researches, post their clinical works, consult about any case regarding patient's treatment and issues, practice management challenges. The aim of this study is to assess the knowledge attitude, and practices of social media usage, addiction and its impact among the dental students.

MATERIALS AND METHODS: A cross sectional survey was conducted among UG dental students in Chengalpattu district, Tamil Nadu. The questionnaire was framed and designed in a specific unique manner which consist of four sections. Hence, a total of 400 responses were totally collected. The collected responses were analysed using a SPSS(INC.23,Chicago USA) in which descriptive statistics was done to check for the distributive pattern and Chi square test were applied to compare the association between social media and academic performance with psychometric analysis of the study participants.

RESULT: The study results shows that 400 responses were recorded. It infers that males were 20.5% and females 79.5% from the total participated subjects. Thus, the overall study results of the 400 population, it infers that maximum were females with the minimum male population, but still addiction in awareness towards using social media platforms was high among the males comparatively to female population.

CONCLUSION: The study concludes that the modern era of using social media, its addiction and utilization as become the heartbeat of the student population. It shows that the strong correlation between social media application which delineate with the academic performances as well as psychological impact on reducing the capability of dental students. In this study, it mainly denotes males were highly exposed to social media network than females and also unaware about the consequences in the near future.

KEYWORDS: SOCIAL MEDIA, ACADEMIC PERFORMANCE, DENTAL STUDENTS.

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I. INTRODUCTION:

“Social Media is not a media. The key is to listen, engage and build relationships.”

-David Alston.

Social media usage is rising steadily over the world, notably in contexts related to health care. Social media are "a series of Internet-based applications that expand on the theoretical and technological foundations of Web 2.0, and that enable the creation and exchange of user created content," according to Kaplan and Haenlein. Generally speaking, the phrase refers to internet-based tools that enable people and groups to interact and communicate; to share knowledge, concepts, private messages, and photographs Blogs, social networks, video sharing, and photo sharing sites are examples of social media websites. Social media use is widespread

globally and is common among all ages and professions. Social media is used by 143 million people in India, of which 118 million live in urban regions and 25 million do so in rural areas. With 96% of urban users accessing it, Facebook has emerged as the most popular social networking platform, followed by Google Plus (61%), Twitter (43%), and LinkedIn (24%). College-bound students make up the largest user group (34%) followed by young males (27%) and school-aged youngsters (12%). It is not unexpected that doctors, hospitals, and other health care providers use social media to promote, interact, and engage with patients given how widely it is used. As per a survey report, in India, 90% of the dentists used social media for their personal use and interestingly >65% made use of it for their work as well. Recently, dentistry has shown an interest in using social media to communicate and market to its patients. In 2010, dental town magazine devoted a significant amount of the publication to the use of social media in the dental practice. Social media can be used in multiple facets of a dental practice. Some popular uses include marketing deals and promotions, sharing news and updates, networking, sharing knowledge through a blog, and providing customer service or monitoring reviews.

According to a survey, 40% of medical students admitted to using Facebook while studying, and 30% said it had a detrimental effect on their grades. Approximately 27% of these students reported a decline in their grade point average (GPA), as opposed to 9% who reported an increase. The number of internet users has grown over time in both urban and rural areas, and by the end of 2019 it is anticipated to surpass 600 million users worldwide. India is the second-largest Internet hub after China, with 560 million active internet users as of 2019.

By 2023, India is expected to have 650 million active internet users. Most Indians who use the internet Smart phone users make up the bulk of internet users in India, taking advantage of less expensive alternatives to costly broadband/Wi Fi connections that call for desktops, laptops, and other sources. Due to continued 4G usage, the total master web and data tailback in India has climbed by 47% in 2019. In 2019, 1.2 billion Indians downloaded mobile phone subscriptions. It aids in the practise of evidence-based medicine and dentistry, research and learning, access to internet medical and dental databases, managing patients from underserved locations, and academic and recreational reasons in the field of health sciences.

According to a recent study, adolescents in India had a prevalence rate of 0.7%. Young people (defined as those between the ages of 18 and 24) were more likely than older people to develop internet addictions. Initially serving as a tool for socialising, social media is now being used more and more for educational purposes. 85% of medical faculty members and students regularly use smartphones. The affordability of the internet compared to paper-based information circulation and its instantaneous global availability on demand offer a simpler, more environmentally friendly, and cost-effective communication approach for healthcare professionals and have significant implications for dental education. 57% of persons aged 25 to 34 and 75% of adults between the ages of 18 and 24 use SNS.

Dentistry has expressed a desire to reach out to the globe. An individual or a doctor can read news articles about health or tweet about that, listen to experts, attend webinars and workshops on clinical skills, work on research projects, post their clinical works, consult about any cases involving patient care and issues, practise management challenges, make referrals and market or promote their business, and also use social media to advertise their dental practise. In this pandemic situation of COVID-19, work from home has been implicated by government, and in-out and around globe, everything is being done from home. Classes, seminars, journal club presentations, webinars, research studies discussion, and survey through web technology through zoom and meet apps have been implicated in dental education.

In the last decades there has been a major development in the social networking sites. Which results in an immense effect on the social cultures and trend setting to the younger generations. Examples of social networking sites are Instagram, WhatsApp, Twitter, Snapchat, Meta (Facebook), YouTube, LinkedIn, Telegram, Tinder, Happen, Share Chat, Webex, Google Duo, WeChat, Clubhouse, Moj, Josh, Pinterest, Skype. And these platforms bring changes by updating constantly. Hence, its impact and importance are undeviable. The globe have turned from real life to reel life by this social media apps. Due to easy access to the internet and a lack of self-control, students are now more susceptible to developing an internet addiction. As their interactions with their peers and parents are drastically decreased and their physical activities are likewise restricted to a single room, today's kids and students are more dependent on social media.

Social networks, notwithstanding their drawbacks, can provide a number of risks, especially to users who are unaware of their detrimental impacts. Isolation, melancholy, anxiety, poor sleep habits, irrational expectations, cyberbullying, a bad body image, extreme exhaustion, low self-esteem, fear of missing out (FOMO), stunted creativity, and lack of privacy are some of these negative impacts. Additionally, a number of research have found a link between increased depression and using social media.

But the internet is flexible, as the students can keep in touch, not only with each other but also with the tutors through social networks, e-mail, blogging, video conferencing, and webcasting. Students as learners will always be the drivers of using new technology for their learning needs and this is always evolving, especially with introduction of mobile devices. Nowadays social networking sites are generously used by the students for their last minute exam preparation. In these current internet world, images and videos from the internet are

easily understandable and accessible to the students while preferring to online classes. Here, the academic performances of the student due to the addiction of social media sites play a major role on their carrier. Their disturbed sleep pattern, depression, anxiety lead to ineffective learning and lack of attention to the lecture classes, lack of creative thinking and lack of memorizing capacity. The aim of this study is to assess the knowledge, attitude and practices of social media usage, addiction and its impact among the dental students.

II. MATERIALS AND METHODS:

A cross sectional survey was conducted among UG Dental students in Chengalpattu District, Tamil Nadu. This study was approved by the institutional ethical committee [KIDS] and online consent was also included in the preformed questionnaire. This study was conducted in the month of July 2022 through online survey among the dental students studying in dental colleges located in Chengalpattu district.

A pilot study was conducted among 15 subjects initially to evaluate the reliability and validity of the online questionnaire which was sent to individual persons through Snow ball sampling method.

INCLUSION CRITERIA:

- Participants who are willing to participate in this study
- Participants who are pursuing their undergraduate dental degree course in Chengalpattu district.

EXCLUSION CRITERIA:

- Participants who are not willing to participate in this study.

QUESTIONNAIRE:

The questionnaire was framed and designed in a specific unique manner which consist of four sections. Total number of 34 questions which consists of evaluating different considerations pertaining to the analysis of demographic and psychometric scales were included. The 34 set of questionnaire were segregated as section A - demographic details of the study participants, Section B- questions regarding the usage of social media applications, Section C-questions regarding addiction scale which is based on social media addiction scale developed by Arslan A and Kirik, Section D -questions regarding to perceived impact of social media on students' academic performance. All the questionnaire was compiled from different previously used set of questions in studies. A pre testing was done with 15 subjects in which the reliability and validity was 0.8 stating a good internal consistency.

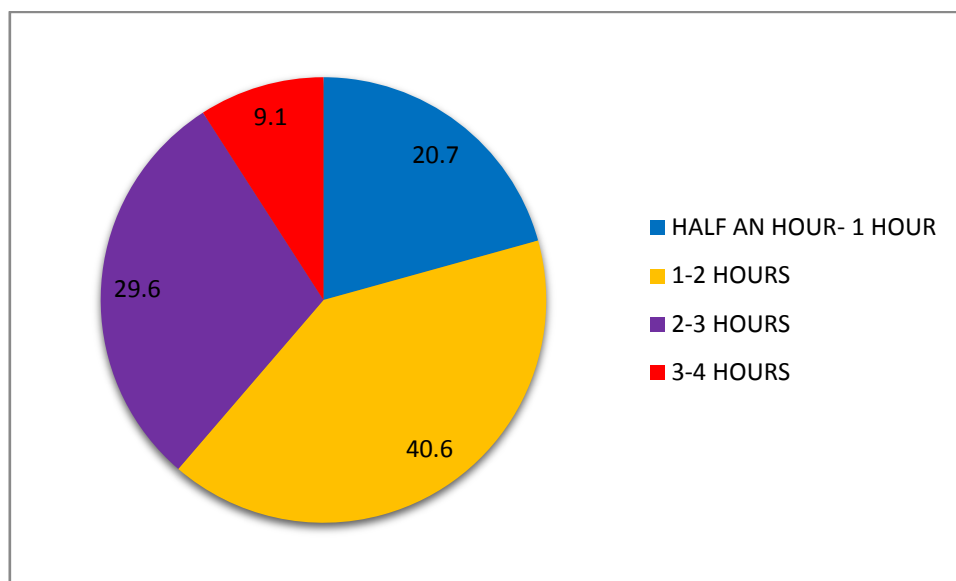
DATA COLLECTION:

The survey was conducted through online mode and was distributed among UG dental students studying BDS course in Chengalpattu district. The subjects who were willing to participate in this questionnaire were responsible, which was sent through online who were given a week period time. Initially 150 responses were received then a remainder was sent and the UG students were informed about the study after fifteen days the responses were closed. Hence, a total of 400 responses were totally collected. The collected responses were analysed using a SPSS software (INC.23,Chicago USA) in which descriptive statistics was done to check for the distributive pattern and Chi square test were applied to compare the association between social media and academic performance with psychometric analysis of the study participants. The significant value was set at the level of P value < **0.05**.

III. RESULT:

The study results shows that 400 responses were recorded in which from Table 1. It infer that males were 20.5% and females 79.5% from the total participated subjects. From the Graph 1, it denotes that various social media applications which shows maximum usage was observed in Instagram with rate of 41.1% and WhatsApp 38.3%, the remaining application were also used in a negligible manner.

The study denotes maximum participants used only mobile phones on surfing social media applications. From Graph 2, it infer that 40.6% of the students used 1-2 hrs daily on social media platforms. 20.7% of them used for ½ hr -1 hr. 29.2% of them used for 3-4 hrs per day. 9.1% of them used more than 4 hrs on social media platforms.



GRAPH 1 : Distribution of study participants utilizing social media per day in hours.

Table 1: DISTRIBUTION OF STUDY PARTICIPANTS IMPACT ON USING SOCIAL MEDIA

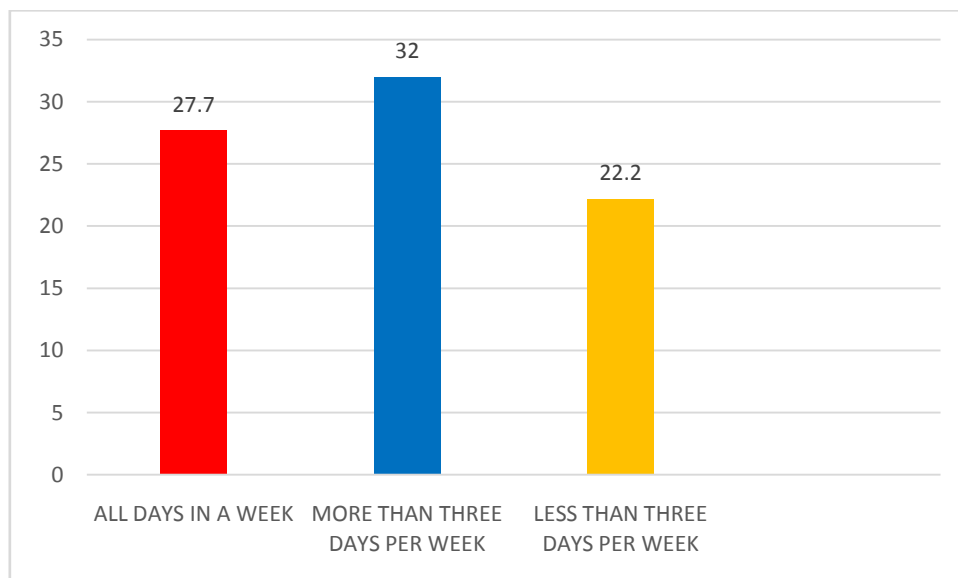
S.NO	QUESTIONS	NUMBER	PERCENTAGE (%)	PEARSON CHISQUARE
1.	Purpose of using social media communication.	203	50.9	0.01
2.	Using social media personally to obtain new information.	177	44.3	
3.	Effect of social media on dentistry through friends of friends platform	178	44.6	

From Table 1, it is infer that most of the purpose of using social media was for communication (50.9%) and the main purpose of using social media personally was to obtain new information (44.3%). But when it comes to effect of social media on dentistry, it was highly addressed by friends to friends through the platform (44.6%).

Table 2: DISTRIBUTION OF STUDY PARTICIPANTS ON USING SOCIAL MEDIA WITH RESPECT TO THEIR BEHAVIOR ASPECTS AND HABITS

S.NO	QUESTIONS	NUMBER	PERCENTAGE (%)	PEARSON CHI SQUARE
BEHAVIOURAL ASPECTS				0.01
1.	Behavioural aspects pertaining to academic excellence and connecting with friends.	231	57.9	
2.	Searching for new friends	184	46.1	
3.	Preferring social media over television	169	42.3	
4.	Believing social media as high connecting power	240	60.2	
HABITS RELATING TO SOCIAL MEDIA USAGE				
5.	Learning habit through social media	252	63	
6.	Addicted to social media by suffering maximum time	114	28.7	
7.	Smart phones for study purpose	172	43.1	

Table 2 infers the influence of social media on behavioural aspects pertaining to self and academic excellence in which most of them agree that connecting with friends (57.9%) was the main ideology of using social media. It was also reveals that 46.1% of them try to search for new friends in social media and 42.3% of them prefer social media over television and 60.2% of them believe the new social media has high connective power. When habitual aspects are considered, 63% of them changed their learning habits by using social media and 28.7% agree that they are addicted to social media by surfing maximum time in it. Among the whole population, 43.1% of them mostly use smart phones for study references.



GRAPH 2: UTILIZATION OF SOCIAL MEDIA BY THE STUDY PARTICIPANTS

The overall statement pertaining to utilisation of social media for study purpose reveals that 27.7% of them utilise only for study purpose all the days of the week. 32% of them use more than 3 days per week. 22.2% reveals less than 3 days per week.

TABLE 3: GENDER WISE DISTRIBUTION OF STUDY PARTICIPANTS WITH RESPECT TO UTILIZATION OF SOCIAL MEDIA

S.NO	QUESTIONS	MALES n(%)	FEMALES n(%)	PEARSON CHISQUARE
1.	Communication purpose	45(54.8)	157(49.3)	0.000
2.	Academic purpose	73(89)	9(2.8)	0.001
3.	Connecting with patients	1(1.2)	14(4.4)	0.001
4.	New information collection using social media	36(43.9)	140(44)	0.001
5.	Using social media only for chatting with friends	29(35.3)	101(31.7)	0.000

From Table 3, there was a high significant correlation with respect to gender and purpose of using social media, in which 157 females and 45 males used for communication purpose, 73 males and 9 females used for academic purpose, 14% of females and only 1% of males used for connecting with patients. With respect to communication and academic purpose, from the study results, females are considered to have a strong association for utilising social media. With respect to personal use of social media, it was denoted that most of the females used to obtain new information (140) and 101 females for chatting with friends.

TABLE 4: GENDER WISE DISTRIBUTION OF STUDY PARTICIPANTS WITH RESPECT TO UTILIZATION OF SOCIAL MEDIA ON BEHAVIOURAL ASPECT

S.NO	QUESTIONS	MALE n(%)	FEMALE n(%)	PEARSON CHISQUARE
1.	Not aware of the time navigating in using social media	34(41.4)	120(37.7)	0.001
2.	Social media as hindrance for academic excellence of the students	25(30.4)	52(16.3)	
3.	Usage of social media in night time for longer period which affects the activeness in lecture classes	29(35.3)	109(34.2)	

In Table 4, With relevance to habits and academic correlation, gender wise distribution of females was higher than males, but still 120 females out 318 were not aware of the time navigating in social media.

Likewise, 34 males out of 82 do the same. When academic work are considered whether it may affect their academic excellence by surfing through social media, it was significant between both the gender in relation to it. It is infer that, out of 318 females 52 of them felt that the academic works are in complete by using social networks. Out of 82 males, 25 of them do the same. At last the usage of social media during night time affecting the active presentness in attending lectures was not significant in gender wise correlation. It was believed that very less males and females felt the same.

TABLE 5: YEAR WISE DISTRIBUTION OF STUDY PARTICIPANTS WITH RESPECT TO UTILISATION OF SOCIAL MEDIA

S.NO	QUESTIONS	I	II	III	IV	CRI	PEARSON CHISQUARE
1.	Maximum time spending in social media	40	44	52	31	48	0.013
2.	Time period of using social media for 3-4 hrs per day	13	25	27	16	35	
3.	Not aware of using social media	25	28	42	22	37	
4.	Main purpose of using social media for academic purpose only	16	23	13	17	13	
5.	Using smart phone for study purpose	15	17	17	11	27	
6.	Got red handed using smart phone in lecture classes	7	11	14	5	7	
7.	Utilization of social media for study purpose more than 3 days per week	25	25	26	29	28	

Table 5 infers that 52 out of 91 third years and 48 out of 88 house surgeons used the maximum time in spending social media. When time constraints are considered alike 3-4 hours per day, 35 out of 88 house surgeons, 27 out of 91 third years, 25 out of 85 second years used the maximum, from this it is infer that the interns spend more time on social networks followed by third years and second years. On spending free time surfing the internet was maximum used by third years, house surgeons, second years and first years. It was showing not very much significant difference with respect to year wise distribution on spending time in social network. With respect to not aware of time navigating in social media, 154 of total population agree to it, in which maximum was from third years (42), interns (37), second years (28), first years (25) and final years (22). The overall self-assessment by saying ‘just a few more minutes’ using social media was often told by 117 out of total population, which was strongly correlating with the significant difference in it. The main purpose of using social media for academic purposes was majorly used by second year (23), final year (17) and in which those who used smart phones for this purpose were 17 second years and 11 final years. With respect to utilization and impact on behavioural aspects those who got red handed, using smartphone during lecture classes was majorly from third years (14%), second years (11%), CRI and first years (7%) and Utilization of social media for greater than (>) 3 days per week was majorly from final year (29%), CRI (28%), third year (26%), first and second year (25%).

Thus, the overall study results of the 400 population, it was infer that maximum were females with the minimum male population, but still addiction in awareness towards using social media platforms was high among the males comparatively to female population. The limitation of the study results was an imbalanced gender wise distribution of the data collected.

IV. DISCUSSION:

The present study mainly focused on the addiction of social media and its impact on academic performances of dental students with the help of the Social Media Addiction scale. The present study depicted that male dental students are more addicted than female students. In our cross sectional study though we have less male participants compared to female, males participants are more active in social networking sites.

A study conducted in Indore city by Kumar *et al.* reported that there were females are more addicted than male among dental students. Which is similar to another study conducted by Deogade *et al.* in 2017 among dental students in Madhya Pradesh also reports the same.

According to our study mobile is the most widely used device by dental students which is similar to previous study conducted by Sen *et al.* Among dental students in which hundred percentage of participants owned smart phones.

Another studies conducted by Makkar *et al.* in 2015, Kumar *et al.* in 2015 and Deogade *et al.* in 2017 reported that 100% of Dental students in the studies had smart phones. The rise in spike of using smart phones may be due to developing utilize of organizing locales, rise of e-learning and instruction by means of distinctive apps for day by day work such as chatting and video lectures, about work. This could be due to the fact that most of students stay away from home in hostel or outside and need mobiles to communicate with family members, friends and others. A study conducted by Sharma & Shukla (2016) found in among Indian college students that social media was used as a cheaper online medium for chatting with friends, keeping in touch with

family and for sharing pictures, documents and videos. Social media also provides convenient ways of peer-to-peer exchange of knowledge and collaboration (Eid& Al-Jabri, 2016). Engaging in various types of social media has also been associated with positive outcomes such as increased 'communication, social connection and even technical skills' (Ito *et al.*, 2009: 800). This is an alarming indication too as students spend most of their times on mobiles and social media.

In our study, 100% UG students used social media apps/social networking sites, Instagram (41.1%) was the most widely used networking app by the study subject followed by WhatsApp (38.3%), YouTube (18.4%) and others. Whereas previous study conducted Kirik *et al.* found that Facebook(Meta) is the most widely used platform in 2015, similarly a study conducted Deogade *et al.* in Madhya Pradesh in 2017 reported the same and Sen *et al.* in 2016 found that Facebook (44%) & WhatsApp (44%) were used equally, This may be due to emergence of newly developed app.

A study conducted in Jabalpur, Madhya Pradesh by Deogade *et al.* in 2017 reported that 30.6% of the students spend 2-5 hours a day for surfing social networking sites, most of the students used their mobile phones to access the social networking sites and the internet.

In this present study, according to the year of study, third year students agree that they spend their free time on internet surfing and were not aware of the time they navigating, proving that third year students are direct/indirectly suffering from social media addiction than any other year students. In contrast, a study conducted by Kalpidou *et al.* in 2010 reported that first year students with limited information about college life rely more on social networking sites to help them adjust in college.

In our study, we report based on comparison with the year of study, fourth year dental students use this social networking sites for educational purpose for more than 3 days per week, because they need to improvise their knowledge by gaining updated information from social networking sites as there is difficulty in obtaining all the updated subject materials in hard copy form, so they approach the most easiest way by searching in social networking sites.

In this current study, most of the male students are insensibly using the social medias even during late nights and having disturbed sleep cycle which leads to insomnia resulting in lack of attentiveness in lecture classes acquiring low grades leading to confronting themselves for using social medias leaving them psychologically affected as having depression, anxiety, isolation, lower self esteem. Similarly, a study conducted by Lee *et al.* in 2009 reported that unregulated (pathological)Internet usage among college students undermined self-regulation was associated with depression. Similarly, using smartphones/laptops for social networks were associated with lower grade by surfing during lectures was reported previously by Al Shawwa *et al.* in Saudi Arabia and Farooqi *et al.* in Pakistan.

By the results we obtained from the e-form questionnaire, that reveals most of the dental students use this social network platforms for entertainment and communication purpose rather than education purpose. As most of the students engaged in social media for entertainment purpose, it consequencing negative impact on their academic performances in a greater aspect. It effects academic performances by detain their preclinical & clinical works, assignments and projects resulting in low grades in exams. Mainly at the time of COVID-19 pandemic period, staying at one put and surfing the internet, WhatsApp group for talks has been demonstrated more successful. The increased use of digital media is changing peoples' everyday lives and the way they connect and collaborate in the broader societal contacts at work and everyone seems to be logged in, remain online and connected, ignoring what the schedule timing permits. By our cross-sectional study, we concluding that 100 percentage of the dental students are using social media especially Instagram (41.1%) followed by WhatsApp (38.3%) through mobile phones, among them majority of the students use this platform for entertainment purpose only irrespective of the year of study and gender. And in comparison with the female students, male students are addicted to social media and unaware of their internet usage and have a negative impact on their academic performances.

V. CONCLUSION:

The study concludes that the modern era of using social media, its addiction and utilisation has become the heartbeat of the student population. It shows that the strong correlation between social media application which delineate with the academic performances as well as psychological impact on reducing the capability of dental students .In this study , it mainly denotes males were highly exposed to social media network than females and also unaware about the consequence in the near future .Nowadays it has become a trend to involve in blogs to promote their thoughts regarding to carrier, personal satisfaction to social exposure .Dental students being a professional carrier must know the consequences related to addiction behaviour on using social media applications which might reduce their knowledge and also their clinical exposure towards certain extend. Such findings shows a rapid change in behaviour as well as communication pattern which might be a negative impact on academic achievement although social media platforms strive to provide information for academic

achievements. Hence, as a public health preventive aspect, this habit of utilisation of social networking sites must be minimised for the welfare of the student community.

VI. FUTURE RECOMMENDATION:

The use of social media applications in dentistry was the main important platform in delivering tele-dentistry during the pandemic time but using the application in the wise manner for academic excellence and clinical achievements showed to be catalyst among UG dental students ,as a public health issue the addiction related changes should be made aware to them through health education models so that the addiction and inertization of the students academic excellence might turn into a positive approach, if the application were used to support their education background. So in mere future, social media applications can be a tool and providing quality and enhanced work place for dentist on sharing their academic as well as clinical experience.

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