

In the name of God  
Who is most beneficial and Merciful

# **Effects of Social Applications on Students Academic Performance in Pakistan: A case study of Lahore.**



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# DEDICATED TO

My respectable and great parents who always helped and encouraged me to move forward in my life. They always have been the source of encouragement, strength and love for me. They always wished for my success in life and are interested in my objectives towards my education. I would also like to dedicate this work to my teachers who guided me at each step of my study and to my friends.

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# Abstract

Social applications is the act of the growing the quantity of the ones business and social contacts by making associations through people frequently through social applications, for example, facebook, likendln, imo, twitter, whatsapp, and viber and so on. The fame of the social applications has quickly expanded in the recent years. Social applications gives numerous sorts of services and advantages to its clients like helping them to attach with new people groups, offers conclusions with like personality individuals on the web. In any case, the principle disadvantage of the chat rooms was that you may not know the individual with whom you are collaborating with. The presentation of profiles on social applications sites permitted individuals to know more information about a person before they interface with them.

The purpose of our research is to explore the significant factors which have effect on the student's academic performance. The study of this research is quantitative in nature. The target populations for this research are the university students of the Lahore. The sampling method which is utilized for this exploration is the stratified random sampling. As indicated by the rule of the hair & Anderson our total sample size for this research is 245. Then STATA has been used to analyze the collected data. Survey results were analyzed using the Multiple Linear regression. The results show that the significant and harmful association between the time spent on the social package and the academic execution. Student's characteristic, time management, and predictor behavior is the positive impact on the academic execution as the time management enhance the student's academic performance is also increases.

# Chapter # 01



## INTRODUCTION

Among the enormous range of the online devices which are accessible for communication, social applications have become the most recent and alluring instruments for interfacing individuals all over the world. The first was the “six degree.com” being initially made in 1997.

Social apps are favorable in a way that it permits users to make profiles, transfer photographs and recordings in order to stay in contact with the loved ones. They are the real instruments in joining bunches which allow us to share occasions, find out about the most recent news, events, play games, visit and associate with individuals furthermore to share music, recordings and photographs. The most incessant social applications now a day are Face book, twitter, Instagram, my space, YeeCall, WhatsApp, LinkedIn, and IMO and so forth. Social apps are a fundamental component in our life and can't be disregarded. Firstly, web was utilized for educational purposes yet with the progression of time it was found by a scientist that they are additionally utilized for some different purposes i.e. information, area, enjoyment, communication and so on however unfortunately the adolescent in Pakistan is exploiting social networks just for communication purposes with their friends and family (Boyd, 2006). Social development is a major advancement of innovation and an extraordinary prerequisite of our general public. In Pakistan an extensive number of students use web and other online networking. Any individual or can be effectively followed by these social sites (Trusov, et al, 2009). Social media turned out to be better known from the year 2005 to 2011 with the introduction of Face book and other long range social communication sites.