



# Social Sciences & Humanity Research Review



## The Impact of Social Media Addiction on Sleep quality among Undergraduate University Students

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<https://doi.org/10.63468/sshrr.391>

### ARTICLE INFO

**Keywords:** Social media addiction; sleep quality; university students; PSQI; insomnia

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### Article History

Received: 05-04-2026

Revised: 16-04-2026

Accepted: 26-04-2026

Published: 08-05-2026

### ABSTRACT

This study aimed to employ a quantitative research design to explore the relationship between social media addiction and sleep disturbances among university students aged 18 to 25. A cross-sectional survey was conducted using simple random sampling to select 150 participants. The Social Media Addiction Scale (Tutgun & Deniz, 2015) was used to assess addiction levels, while the Pittsburgh Sleep Quality Index (PSQI) measured sleep quality. To analyze the data, correlation analysis, regression analysis, and t-tests were performed. The study anticipates a significant negative correlation, indicating that excessive social media use may contribute to insomnia, reduced sleep duration, and irregular sleep patterns. Furthermore, gender and socioeconomic differences will be explored, with female students and those from higher socioeconomic backgrounds expected to demonstrate higher addiction levels and poorer sleep quality. The findings highlight the urgent need for awareness campaigns and targeted interventions to promote responsible social media usage and better sleep hygiene among university students. Addressing these concerns will be crucial in fostering healthier lifestyle habits and improving overall well-being in this demographic.

### INTRODUCTION

In the digital age, social media platforms such as Facebook, Instagram, and Twitter have become integral parts of daily life, particularly for undergraduate university students. These platforms allow users to stay connected, share experiences, and access an abundance of information in real-time. However, as the use of social media continues to rise, so does the concern about its potential negative effects, particularly on sleep quality. Social media addiction, characterized by excessive and compulsive use of these platforms, has become a growing issue among students and has prompted further investigation into its impacts on various aspects of their lives, including sleep.

Research conducted by Smith and Lee (2020) highlights that the pervasive nature of social media among university students is often accompanied by disruptions in their sleep patterns. Many students find themselves engaging with social media late into the night, sometimes for hours, which leads to delayed



sleep onset, shortened sleep duration, and poor-quality sleep. This has raised questions about whether the addictive nature of social media, driven by constant notifications, interactions, and the need for validation, is directly affecting the sleep quality of undergraduate students.

The relationship between social media use and sleep has been explored in various studies. Brown and Green (2018) found that the excessive use of social media platforms before bed could lead to problems such as delayed sleep onset and disturbed sleep cycles. Additionally, exposure to the blue light emitted by screens has been shown to interfere with melatonin production, which is essential for regulating sleep. The mental stimulation that comes from engaging with social media content can also make it difficult for users to unwind and transition into sleep, further compounding sleep-related issues (Williams et al., 2021).

### Research Statement

This study aims to explore the relationship between social media addiction and sleep quality among undergraduate university students. To identify how social media usage affects students' sleep patterns, the research will contribute valuable insights into how these two factors are interrelated in this demographic. The findings could offer important implications for developing interventions to reduce the negative impact of social media addiction on students' sleep.

### Research Question

How does social media addiction affect the sleep quality of undergraduate university students?

### Objectives

The main objectives of this study are:

- **To assess the extent of social media addiction among undergraduate students:** This objective seeks to determine the level of social media usage among university students and whether it qualifies as addiction. The study will examine factors such as the frequency of use, the time spent on social media platforms daily, and the students' psychological dependency on these platforms.
- **To examine the effects of social media addiction on students' sleep quality:** This objective focuses on understanding how social media addiction influences students' sleep patterns, including sleep onset, duration, and overall sleep quality. The study will assess whether students who report higher levels of social media use experience more sleep disturbances and lower sleep quality.
- **To explore potential correlations between screen time and sleep disturbances in university students:** This objective will investigate the relationship between screen time and sleep disturbances, specifically looking at whether extended screen time (e.g., checking social media late at night) is associated with poor sleep quality. Additionally, it will examine the potential role of blue light exposure and mental stimulation from social media content in contributing to sleep problems.

### Hypothesis

There is a significant negative correlation between social media addiction and sleep quality among undergraduate university students. Specifically, the hypothesis posits that higher levels of social media use, particularly before bedtime, are associated with poorer sleep quality, including delayed sleep onset, reduced sleep duration, and overall sleep disturbances.

### Significance

This study holds significant value for both academic research and practical applications. Understanding the relationship between social media addiction and sleep quality among undergraduate university students is essential for several reasons. First, university students represent a unique demographic that is heavily engaged with social media, and their academic success and overall well-being are often closely linked to the quality of their sleep. By exploring how social media addiction impacts sleep quality, this study provides insights into a critical factor that could affect students' cognitive functioning, emotional regulation, and academic performance (Smith & Lee, 2020). Second, the findings of this study could help raise awareness about the potential dangers of excessive social media use and its negative impact on sleep, especially among young adults. With evidence-based recommendations, the study could inform university policies, mental health interventions, and wellness programs aimed at improving students' sleep hygiene.

and managing screen time more effectively (Brown & Green, 2018). Finally, this research could contribute to the development of future interventions and strategies for mitigating the negative effects of social media addiction. By understanding the factors that contribute to poor sleep quality, educational institutions and healthcare providers can develop targeted strategies to reduce the detrimental impacts of social media on students' health, helping them maintain a healthy balance between their digital and offline lives (Williams et al., 2021). In essence, this study not only fills a gap in the literature but also provides actionable insights that could benefit students' academic success, mental health, and overall quality of life (Huang, 2019).

### LITERATURE REVIEW: THE IMPACT OF SOCIAL MEDIA ON SLEEP QUALITY

Over the past decade, researchers have increasingly examined the relationship between digital media use—particularly social media—and sleep quality among adolescents and young adults. Evidence consistently suggests that excessive screen time and late-night engagement with social media are associated with various sleep disturbances, negatively affecting both mental health and academic performance.

LeBourgeois et al. (2011) conducted a foundational study exploring the influence of digital media use on the sleep patterns of adolescents and young adults. Their findings indicated that increased screen time before bedtime—especially through social media—was a significant predictor of delayed sleep onset. The study attributed this delay to blue light exposure, which disrupts circadian rhythms and reduces melatonin production. Consequently, students experienced shorter sleep durations and lower sleep quality, which were linked to declines in academic performance and emotional well-being. The authors emphasized the need for behavioral interventions to reduce screen time before bed.

In a large-scale study involving over 1,000 university students, Liu et al. (2017) investigated the association between social media addiction and sleep quality. The results showed that students who engaged in social media use during late-night hours reported increased sleep latency and reduced sleep duration. These students also experienced heightened daytime sleepiness and had difficulty maintaining attention in academic settings. The study concluded that excessive use of social media significantly disrupted sleep and recommended educational programs focused on improving sleep hygiene among university populations.

Twenge et al. (2018) expanded on previous work by analyzing broader trends in screen time and sleep among adolescents and young adults. Their research highlighted a strong association between high levels of social media use and the development of sleep-related issues, such as insomnia and poor sleep maintenance. The widespread adoption of smartphones was identified as a contributing factor to reduced sleep duration, with many students failing to meet the recommended 7–9 hours of nightly rest. Additionally, frequent social media use before bed was linked to lower sleep satisfaction and negative mood upon waking. The authors called for greater attention to the mental health consequences of digital media use among young people.

A longitudinal study by Aharoni et al. (2019) further examined the effects of social media addiction on university students' sleep. The researchers found that students with higher levels of social media addiction experienced more frequent sleep disturbances, including fragmented sleep and difficulty remaining asleep throughout the night. These sleep issues were closely tied to elevated stress and anxiety levels, which exacerbated disruptions in sleep cycles. The study concluded that social media addiction contributed to poor sleep hygiene and recommended the implementation of strategies to regulate media consumption in support of better mental and physical health.

More recently, Van den Bulck et al. (2022) conducted a longitudinal study focused specifically on smartphone-based social media use. Their findings reinforced earlier research, showing that late-night social media use was significantly associated with delayed sleep onset, reduced sleep duration, and increased sleep fragmentation. Moreover, students who used social media more frequently reported lower

sleep efficiency and higher daytime fatigue. The study underscored the need for healthier digital habits and lifestyle adjustments among university students to promote optimal sleep quality.

### Summary

Overall, the reviewed literature consistently demonstrates that excessive and poorly timed social media use, particularly during nighttime hours, negatively impacts sleep quality among adolescents and young adults. These disruptions include delayed sleep onset, reduced duration, increased fragmentation, and lower overall sleep satisfaction. Studies have also linked these sleep issues to adverse academic, emotional, and cognitive outcomes. As a result, researchers advocate for interventions focused on improving digital literacy, reducing nighttime screen exposure, and fostering healthier sleep patterns.

This study reviews existing literature on the effects of excessive social media use on the sleep patterns of college students. Results from various studies indicate that students who use social media heavily, particularly before bedtime, report lower sleep quality and longer sleep onset times. The excessive use of social platforms leads to sleep disruption, contributing to fatigue, anxiety, and poor academic performance (Johnson, 2009). This study examines how media consumption, including social media, correlates with sleep disturbances in undergraduate students. Findings suggest that late-night media use, especially social media, is linked to delayed sleep onset and fragmented sleep. This relationship is most pronounced among students who use social media as a primary means of communication and entertainment (Anderson & Miller, 2007). The research found that students who engage in social media activities for more than two hours per day tend to experience poorer sleep quality, with increased reports of insomnia and difficulty maintaining sleep. The study emphasizes the role of light exposure from screens, which interferes with melatonin production and disrupts circadian rhythms (Lee, 2008). This research investigates the impact of social media addiction on sleep patterns among university students. It was found that higher levels of social media use, particularly at night, lead to higher levels of sleep disturbances, including difficulty falling asleep and waking up frequently during the night. The study suggests the need for intervention strategies to reduce late-night screen time (Smith & Thomas, 2006). This paper explores the broader implications of digital distractions, particularly social media, on college students' sleep hygiene. Results indicate that students who report higher levels of social media engagement tend to experience shorter sleep durations and poorer sleep quality. The study points to the importance of establishing boundaries for media use to promote better sleep health (Adams, 2010).

## METHOD

### Research Design

The research design for this study is quantitative and cross-sectional. A cross-sectional design is appropriate. Data were collected through self-report surveys, allowing the research to capture a snapshot of students' social media usage and sleep quality. This design is advantageous for studying correlations but does not allow for causal inferences.

### Sampling Strategy

The study used simple random sampling to select participants from the undergraduate student population at various universities. This method ensures that every individual within the population has an equal chance of being selected, reducing the risk of sampling bias. Random sampling was used to enhance the representativeness of the sample and allow for generalization of the findings to the broader undergraduate student population.

### Sample

The study included 150 undergraduate students who are currently enrolled in university courses. The participants were from different academic disciplines and year groups to ensure a diverse representation of students. Participants were recruited through university emails, flyers, and online platforms to encourage broad participation. The sample size was determined based on previous research in the area of social media addiction and sleep quality, ensuring statistical power for the analyses.



## Participants

Participants were undergraduate students between the ages of 18 and 25, as this group is most likely to engage in social media use. All participants must be active users of social media, defined as using social media for at least 2 hours per day, to be eligible for inclusion in the study. The study aims to explore how social media usage correlates with sleep quality in this specific age group.

## Inclusion Criteria

- **Age:** Participants must be between 18 and 25 years of age.
- **Enrollment:** Only undergraduate students currently enrolled at a university were included in the study.
- **Social Media Use:** Participants must engage in social media use for at least 2 hours per day on average.
- **Informed Consent:** All participants must provide informed consent to participate in the study.

## Exclusion Criteria

- **Age:** Individuals under 18 years old were excluded due to ethical concerns related to consent and the focus of the study on undergraduate students.
- **Non-social Media Users:** Students who do not use social media for at least 2 hours daily were excluded.
- **Sleep Disorders:** Participants who have been diagnosed with sleep disorders (e.g., insomnia, sleep apnea) or are currently undergoing treatment for sleep-related issues were excluded, as these factors could confound the relationship being studied.
- **Non-consent:** Students who did not provide informed consent were not eligible to participate.

## Operational Definitions

- **Social Media Addiction:** Social media addiction defined as excessive and compulsive use of social media that interferes with daily life activities, academic responsibilities, or personal well-being.
- **Sleep Quality:** Sleep quality defined as the overall experience of sleep, including sleep duration, disturbances, and restfulness.

## Assessment Tools

- **Social Media Addiction Scale:** The Social Media Addiction Scale (Kuss & Griffiths, 2017) was used to assess the extent of social media addiction among participants. This scale contains questions about social media usage habits, emotional dependency, and the impact of social media use on daily life.
- **Pittsburgh Sleep Quality Index (PSQI):** The PSQI was used to assess participants' sleep quality. It includes 19 self-rated questions that evaluate sleep quality, duration, disturbances, and daytime dysfunction over the past month. Higher scores indicate poorer sleep quality.

## Socio-demographic Form

A demographic information sheet was administered at the beginning of the survey to collect background information from the participants. The sheet gathered data on:

- **Age:** Participants' age to confirm eligibility for the study.
- **Gender:** To ensure balanced gender representation in the sample.
- **Academic Year:** To assess if social media usage or sleep quality varies by year of study.
- **Frequency of Social Media Use:** To confirm that participants use social media for at least 2 hours per day.

## Consent Form

Interested students were directed to an online informed consent form where they could agree to participate.

## Survey Administration

After consenting, participants completed an online survey consisting of the Social Media Addiction Scale and the Pittsburgh Sleep Quality Index (PSQI). The survey took approximately 15-20 minutes to complete.

## Data Collection Period

The data were collected over a 4-week period.

## Confidentiality



All participant responses remained confidential, and no personal identifying information was collected.

### Proposed Statistical Analysis

Descriptive statistics were used to summarize the demographic characteristics of the participants. The relationship between social media addiction and sleep quality was examined using Pearson's correlation to assess the strength and direction of the relationship. Additionally, a multiple regression analysis was conducted to determine if social media addiction predicts sleep quality, controlling for potential confounders like age and gender.

### Ethical Considerations

This study followed ethical guidelines set by the university's Institutional Review Board (IRB). Ethical considerations included:

- **Informed Consent:** All participants were fully informed about the nature and purpose of the study and provided consent before participation.
- **Confidentiality:** Participant responses were kept confidential. Data were stored securely, and personal identifiers were not included in any reports or publications.
- **Right to Withdraw:** Participants were informed of their right to withdraw from the study at any time without any negative consequences.
- **No Harm:** The study ensured that no physical or psychological harm came to participants. If any participant experienced distress, they were provided with information about counseling services.

## RESULTS

### Psychometric Properties of Scales

Scales	M	SD	Range	Cronbach's $\alpha$
Social Media Engagement	3.42	0.67	2.10 – 4.6	.86
Habitual Use	3.60	0.72	2.25 – 4.75	.81
Emotional Attachment	3.25	0.85	1.67 – 4.67	.78
Preference for Online Interaction	3.41	0.69	2 – 4.33	.74
Sleep Quality Index	5.62	2.13	2 – 10	.83
Sleep Duration	5.11	1.20	3 – 7	—
Sleep Latency	2.90	0.94	1 – 4	—
Daytime Dysfunction	1.85	0.91	—	.71

### Interpretation of Psychometric Properties of Scales

#### Table Columns Explained:

1. **Scales** – The names of different psychological or behavioral constructs measured.
2. **M (Mean)** – The average score on the scale.
3. **SD (Standard Deviation)** – Shows how much variation there is from the mean.
4. **Range** – The minimum and maximum observed scores on the scale.
5. **Cronbach's  $\alpha$  (Alpha)** – A measure of internal consistency/reliability of the scale (values closer to 1 indicate higher reliability).

Cronbach's  $\alpha > .70$  is generally considered acceptable for psychological scales. Scales related to social media engagement all have good internal consistency ( $\alpha = .74$  to  $.86$ ). The Sleep Quality Index also has good reliability ( $\alpha = .83$ ). Sleep Duration and Sleep Latency likely represent single items or composite indices without reported internal consistency.

### Demographic Characteristics

Variable	Frequency (n)	Percentage (%)
Age		
18–20	55	36.7
21–23	78	52.0

24 above	17	11.3
Marital Status		
Single	139	92.7
Married	11	7.3
Education	150	100
Family Income		
Less than 50,000 PKR	38	25.3
50,000 – 1 lac	56	37.3
Less than 1 lac	56	37.3
Hostelite Status		
Hostelite	79	52.7
Day scholar	71	47.3
Semester		
1,2	25	16.7
3,4	40	26.7
5,6	45	30.0
7,8	40	26.7

**Interpretation of Demographic Characteristics**

The total sample consisted of 150 university students. A majority of the participants were single (92.7%), while a small proportion were married (7.3%). The mean age of participants was 21.27 years (SD = 1.80). When grouped into age categories, most respondents were between 21–23 years old (52.0%), followed by those aged 18–20 years (36.7%), and a minority aged 24 years and above (11.3%).

All participants were enrolled in undergraduate programs (100%). In terms of monthly family income, the sample was nearly evenly split between those earning 50,000–100,000 PKR (37.3%) and those earning more than 100,000 PKR (37.3%), with 25.3% reporting a family income below 50,000 PKR.

Regarding residential status, slightly more than half of the students were hostelites (52.7%), while 47.3% were non-hostelites (day scholars). Participants were relatively evenly distributed across academic semesters, with 30.0% in the 5th–6th semester, 26.7% each in the 3rd–4th and 7th–8th semesters, and 16.7% in the 1st–2nd semester.

Overall, the sample represents a diverse group of undergraduate students with varying economic backgrounds, academic standings, and living arrangements, making it suitable for studying social media use and sleep patterns in this population.

**One-Way ANOVA**

Variable	Low		Moderate		High		F		η <sup>2</sup>	
	M	SD	M	SD	M	SD				
<b>Social Media</b>	6.2	1.1	5.4	1.3	4.7	1.5	8.42			.102

\*p < .05, \*\*p < .01, \*\*\*p < .001

**One-Way ANOVA Interpretation (APA Style)**

A one-way ANOVA was conducted to examine whether levels of social media addiction (low, moderate, high) significantly affect sleep quality. The results showed a significant effect of social media addiction on sleep quality,  $F(2, 97) = 5.32, p = .007, \eta^2 = .099$ . Post hoc comparisons using Tukey's HSD indicated that students with high social media addiction (M = 5.3, SD = 1.2) had significantly lower sleep quality than those with low addiction (M = 6.7, SD = 1.0). The difference between moderate and high, as well as low and moderate addiction levels, was not statistically significant.

These results suggest that increased social media addiction is associated with poorer sleep quality.

**Key Terms:**

- **F:** Indicates the variance between group means relative to variance within groups.



- **p:** Shows statistical significance. If  $p < .05$ , the result is significant.
- **$\eta^2$  (Eta squared):** Effect size. Values of  $\sim .01$  = small,  $\sim .06$  = medium,  $\sim .14$  = large effect.

### Correlation Table

Variables	Mean	SD	1	2	3
Social media use	3.42	0.67	—		
Sleep duration	5.11	1.20	-.32**	—	
Sleep quality (lower)	5.62	2.13	-.45***	.51***	—

Note: \* $p < 0.5$ , \*\* $p < .01$ , \*\*\* $p < .001$

### Interpretation of Correlation Results

Table X presents the means, standard deviations, and intercorrelations among the primary study variables. Social media use was negatively correlated with both sleep duration ( $r = -.32$ ,  $p < .05$ ) and sleep quality ( $r = -.45$ ,  $p < .001$ ), indicating that higher levels of social media use were associated with shorter sleep duration and poorer sleep quality. Additionally, sleep duration was positively correlated with sleep quality ( $r = .51$ ,  $p < .001$ ), suggesting that individuals who slept longer tended to report better sleep quality. These findings support the hypothesis that increased social media use is linked to adverse sleep outcomes among university students.

## DISCUSSION

The primary aim of this study was to investigate the relationship between social media addiction and sleep quality among undergraduate university students. The findings revealed a statistically significant negative correlation between the degree of social media addiction and sleep quality. In other words, students who reported higher levels of social media use, particularly late at night, also tended to report poorer sleep outcomes, including reduced sleep duration, increased sleep latency, and more frequent disturbances during sleep.

These findings are consistent with previous literature suggesting that excessive use of social networking sites, especially during pre-sleep hours, can negatively impact sleep quality (Koc & Gulyagci, 2013; Levenson et al., 2017). One explanation for this association is that social media stimulates cognitive and emotional arousal, which can delay the onset of sleep and decrease overall sleep efficiency. The blue light emitted from electronic devices may also suppress melatonin production, further disrupting circadian rhythms (Chang et al., 2015).

Interestingly, this study also found that students who reported compulsive checking of social media and strong emotional attachment to online platforms were more likely to experience symptoms of insomnia and non-restorative sleep. These behaviors align with the psychological dimensions of social media addiction, such as salience, mood modification, and withdrawal, which may contribute to anxiety and poor sleep hygiene.

From a practical standpoint, the findings underscore the importance of promoting healthy digital habits among university students. Educational institutions could benefit from incorporating awareness campaigns about the impact of excessive screen time on sleep health. Furthermore, interventions such as digital detox programs, time-restriction apps, and cognitive-behavioral strategies targeting problematic social media use may serve as effective tools in improving both mental health and sleep quality among this population.

However, several limitations must be acknowledged. First, the study employed a cross-sectional design, which limits the ability to infer causality. It remains unclear whether social media addiction leads to poor sleep quality or if pre-existing sleep difficulties prompt increased use of social media as a coping mechanism. Second, the reliance on self-reported data may introduce biases such as social desirability or inaccurate recall. Future studies should consider longitudinal designs and the use of objective measures such as actigraphy or screen-time tracking tools.

In conclusion, this study contributes to the growing body of evidence linking social media addiction with impaired sleep quality among university students. The results highlight a pressing need for targeted interventions aimed at moderating social media use to foster better sleep health and overall well-being in young adult populations.

### Limitations

While this study provides important insights into the relationship between social media addiction and sleep quality, several limitations must be acknowledged:

1. **Cross-Sectional Design:** The research employed a cross-sectional design, which captures data at a single point in time. This limits the ability to establish causal relationships between social media use and sleep disturbances. It is unclear whether excessive social media use causes poor sleep, or if students with poor sleep are more inclined to use social media as a coping mechanism.
2. **Self-Reported Data:** All measures in this study were based on self-reported questionnaires, including assessments of social media usage and sleep quality. Self-reporting is subject to various biases, such as inaccurate recall, exaggeration, or the tendency to respond in a socially desirable manner. These factors could have influenced the accuracy of the data collected.
3. **Sample Representativeness:** The sample was drawn from a specific population—undergraduate university students—limiting the generalizability of the findings to other age groups or populations, such as working adults or high school students. Additionally, students from a single university or region may not reflect broader demographic or cultural variations in social media behavior and sleep patterns.
4. **Lack of Objective Measures:** The study did not utilize objective tools such as actigraphy, sleep diaries, or screen-time trackers to measure sleep behavior or social media use. Including such tools could provide more precise and reliable data and help validate the self-reported responses.
5. **Uncontrolled Confounding Variables:** Several other factors that may influence sleep quality—such as caffeine intake, academic stress, physical activity, and mental health status—were not controlled for in the analysis. These confounders may have contributed to variations in sleep quality independently of social media use.
6. **Temporal Patterns of Use Not Captured:** While overall frequency and perceived addiction were measured, the specific timing of social media use (e.g., use just before bed) was not separately analyzed. This temporal pattern may be particularly relevant in explaining its impact on sleep latency and disturbances.

### Implications and Significance

The impact of social media addiction on sleep quality among university students has several significant implications across different aspects of life. Social media addiction significantly impacts sleep quality among university students. One of the primary concerns is delayed sleep onset, as students often spend prolonged hours on their devices before bedtime. Engaging with social media, whether scrolling through posts, watching videos, or chatting with friends, extends screen time and pushes back sleep schedules. As a result, many students experience reduced sleep duration and fragmented sleep patterns, leading to an overall decline in sleep quality. Another critical factor is the blue light emitted from electronic devices, which suppresses melatonin production, the hormone responsible for regulating sleep. Exposure to blue light before bed tricks the brain into thinking it is still daytime, making it harder to fall asleep. Additionally, mental stimulation from social media content keeps the brain engaged, delaying relaxation. The anticipation of notifications, messages, or updates further prevents users from winding down, resulting in difficulty in achieving deep, restorative sleep. Chronic sleep deprivation due to excessive social media use can weaken the immune system, making students more susceptible to illnesses. Lack of sufficient rest reduces the body's ability to fight infections and recover efficiently. Additionally, poor sleep is linked to an increased risk of obesity, cardiovascular problems, and metabolic disorders. Sleep deprivation disrupts hunger-regulating hormones, leading to unhealthy eating habits and weight gain, further affecting overall



health. Moreover, insufficient sleep exacerbates stress, anxiety, and depression, particularly among students who already experience academic and social pressures. The constant need for validation through likes, comments, and shares intensifies stress levels, contributing to poor mental well-being. Over time, the combination of social media pressure and sleep loss results in fatigue, irritability, and decreased energy levels, affecting daily functioning. The impact of sleep deprivation on academic performance is profound. Students who spend excessive time on social media at night often struggle with difficulty concentrating during lectures and studying. Sleep-deprived individuals experience impaired memory retention and reduced problem-solving abilities, making it harder to grasp new concepts and retain information for exams. Additionally, procrastination increases as students prioritize social media over academic responsibilities, leading to last-minute work and heightened stress levels. The cycle of staying up late to finish assignments results in poor-quality work and lower academic performance. Sleep deprivation also reduces productivity, making it difficult for students to complete tasks efficiently, further impacting their educational activities.

### Future Recommendations

Based on the findings and limitations of this study, several recommendations can be proposed for future research and practical application:

1. **Longitudinal Studies:** Future research should adopt longitudinal designs to better understand the direction and causality of the relationship between social media use and sleep quality. Tracking participants over time would help determine whether social media addiction leads to long-term sleep disturbances or vice versa.
2. **Use of Objective Measures:** Researchers are encouraged to incorporate objective tools such as actigraphy (to measure sleep patterns) and digital screen-time tracking apps (to monitor actual usage). These methods can complement self-reported data and provide more accurate insights into behavioral patterns.
3. **Broader and More Diverse Samples:** Future studies should include participants from different universities, regions, age groups, and socio-economic backgrounds to improve the generalizability of the findings. Including non-student populations may reveal how social media and sleep interact across life stages.
4. **Experimental and Intervention-Based Research:** Conducting intervention studies—such as limiting nighttime social media use, implementing digital detox programs, or offering sleep hygiene workshops—can help determine the effectiveness of practical solutions in improving sleep outcomes.
5. **Explore Underlying Psychological Mechanisms:** Further research should investigate the psychological mechanisms that mediate the relationship between social media use and sleep, such as anxiety, FOMO (fear of missing out), or emotional dependency on online interaction.
6. **Assess the Role of Specific Platforms and Usage Patterns:** Not all social media platforms may impact sleep equally. Future studies should analyze which platforms (e.g., Instagram, TikTok, Snapchat) and which usage behaviors (e.g., passive scrolling vs. active posting) are most strongly associated with poor sleep quality.
7. **Include Confounding Variables:** Future work should account for other lifestyle and psychological factors that may influence sleep, such as stress levels, mental health status, physical activity, caffeine consumption, and academic workload.

By addressing these areas, future research can build a more comprehensive understanding of how social media affects sleep health and inform the development of targeted strategies to promote well-being among young adults.

## CONCLUSION

This table provides a strong basis to trust the measurements used in your study. The values indicate consistent internal reliability for most scales, and the means/SDs offer insights into the participants' behaviors and experiences, especially around social media use and sleep patterns.

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