

# Impact of Social Media Driven Mind-Wandering Control Failure on Cognitive Psychology of State University Students in Sri Lanka

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In this information era, many individuals treat social media as a vital part of their personality. Availability of smartphones has accelerated the social media usage and consequently, people are disconnected even if they are physically available to each other. The social media is continually affecting the cognitive psychology of human beings. Hence, this study was aimed at investigating the impact of social media driven mind wandering control failure on cognitive psychology with a special reference to the state university students in Sri Lanka. The data were collected through online distributed structured questionnaire by selecting 250 undergraduates based on simple random sampling method. Correlation analysis and regression analysis were applied to analyze data by employing SPSS 21.0. The results of the correlation analysis showed significant negative relationship between the independent and dependent variables while regression analysis confirmed it. In brief; social media driven mind wandering has 0.68, 0.62, 0.66, and 0.65 negative impact on working memory function, memory retention, reading comprehension, and decision-making abilities respectively. The research findings convey that, if students spend more time on social media, it can be a reason for high level of social media driven mind wandering and if the students fail to control it, their working memory function may be damaged. Furthermore, high level of social media driven mind wandering may cause damage to memory retention, reading comprehension and decision-making abilities.

**Keywords:** Social media, mind wandering, cognitive psychology