

A Study on the Impact of Social Media Addiction Towards the Decision Making Ability of State University Students in Sri Lanka

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Abstract

4.02 billion people use social media sites throughout the world. Regardless of their level of development, people behave similarly in social media, and many people see social media as an important aspect of their unique personality. The majority of empirical studies indicated that social media addiction is increasing year by year in tandem with rising levels of social media site usage and that social media addiction causes attention to be lured away as a negative result. The latest social media trend is for people to base their daily decisions on social media input. Social media is unwittingly training individuals to be like robots. The focus is drawn away from human existence, and a slew of task-unrelated ideas fill in the gaps. As a result, people must exercise control over it or risk being cast out of society. The overall goal of this research was to assess the impact of social media addiction on the decision-making abilities of Sri Lankan state university students. The population of this quantitative study was all the students enrolled in Sri Lankan state universities. Two hundred fifty students were chosen as the sample, and data were collected using an online survey. Using SPSS 21.0, the final result was produced by analysing the collected data and calculating regression and correlation. According to the conclusions of the study, if students spend more time on social media, they will develop a high level of social media addiction, and if they fail to control it, they will suffer damage to their decision-making ability.

Keywords: *Social media, addiction, decision making ability*

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