

EFFECT OF SOCIAL MEDIA ON MEDICAL COLLEGE STUDENTS

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Social media are platforms that enable users to create and share content or participate in social networking. Globally, the younger generation is using social media at an exponential rate. It has a significant impact on students' lives.

Social media has transformed medical education, offering various benefits such as access to diverse learning resources, collaboration opportunities, and networking with professionals worldwide.¹ It's indeed a double-edged sword, offering both benefits and drawbacks. On one hand, social media provides a convenient platform for accessing study materials, communicating with peers, and even engaging with instructors and academic resources. It can foster collaboration, critical thinking, and knowledge sharing. Platforms like Twitter work particularly well for delivering journal clubs and Tweetorials because they permit live global participation. Furthermore, it provides a level of informality that makes experts easier to reach, regardless of status or seniority.

On the other hand, excessive use of social media has been linked to negative emotions such as loneliness and jealousy, and it can also lead to distractions, affecting student's focus in the classroom and their overall academic performance.² Finding a balance between leveraging the benefits of social media for educational purposes while mitigating its potential drawbacks is crucial. Educational institutions and educators are constantly adapting to this digital landscape, integrating social media into their teaching methods and strategies to enhance learning outcomes and student engagement.

The study done by Seyyed et al showed that the mean social networking addiction was higher in male students than in female students.³ The results of a meta-analysis study (2018) on internet addiction showed that, the prevalence of internet addiction among medical students was 30.1% worldwide.⁴

Social networks have seamlessly integrated into the lives of countless students, offering a vast array of opportunities, particularly within their academic spheres. Without proper management, students risk succumbing to addiction, thereby encountering a myriad of consequences, particularly in regards to their education. The medical education community needs to examine social media developments and how they fit into other educational frameworks critically. Then, in addition to identifying and controlling the possible dangers, we can maximise and apply what we have learned from social media.²

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