

## ABSTRACT

There is no doubt that Social media has gained wider acceptability and usability and is also becoming probably the most important communication tools among students. However, it is found that students experience of their grades and academic performance due to their addictions and heavy time spend on fun and social activities in the social media platforms. This study mainly carried out to investigate the impact of social media on the education performance of the teenage students in Kandy district in Sri Lanka. This study carried out as an empirical research that used both secondary and primary data. Secondary data were used to understand and establish causal relationship between variables and primary data were collected to analyze these causal relationships. Primary data was collected using a self-administered survey-based questionnaire that delivered among 130 no. of social media usage sample strength. Data were statistically analyzed using correlation and regulations.

As per the primary research results, it is evidenced that the time spend on socialization, collaboration, communication and entertainment significantly impact on the academic performance of the students. It is therefore, understood that when the teenage students spend much time on socialisation activities, collaboration activities, communication activities and entertainment activities on social media networks generate impact of academic performance such as change the daily habits, improving grads obtains for examinations, concentrating on studies, encourage for studies, do home works and practical assignments and positively influence on academic life.

Findings of this study were used recommend for the authorised personnel to enhance the effective utilisation of social media among the student solitary for the education purposes by promoting collaborative learning.

**Key Words: Social Media, Entertainment, Collaboration, Communication, Socialisation, Academic Performance**