SOCIAL MEDIA OVERUSE, DECISION MAKING AND CIRCARDIAN RHYTHM IN UNIVERSITY STUDENTS

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Sehrish Kiran

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List of abbreviations

Abbreviations	Full Form
SPSS	Statistical Package for the Social Science
SMUS	Social Media Use Scale
DMS	Decision Making Scale
CRMS	Circardian Rhythm Misalignment Scale

List of Symbols

Symbols	Full Form
F	Frequency
M	Mean
SD	Standard Deviation
%	Percentage
A	Alpha
<	Less than or equal to
>	Greater than or equal to
P	Significant value
N	Size of participants

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Abstract

This research seeks to examine the relationship between excessive social media use and the decision-making abilities and circadian rhythms of university students. Students have encountered advanced technologies early on and often engage with various social media platforms in addition to their academic tasks. The research intentionally selected 300 university students aged between 18 and 26 (M=23). 52, SD=1.24) from different fields to meet the goals of this correlational research study. Participants filled out standardized questionnaires measuring their study variables. Pearson Production Pearson product- moment correlation showed that social media overuse was linked to weaker decision-making and more disruption to circadian rhythms. Hierarchal Regression analysis reveal that social media overuse significantly predicted decision-making difficulties and circadian rhythm disturbances. It is recommended that awareness programs be introduced in universities to educate students about the negative consequences of excessive social media use.

***Keywords*.** Social media overuse, Decision-making, Circadian rhythm, University students,