

The Impact Of Social Media On The Academic Performance And Daily Lives Of Students At Thai Nguyen University Of Economics And Business Administration – Thai Nguyen University, Vietnam

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Abstract:

This paper presents research findings on the impact of social media on the academic performance and daily lives of students at Thai Nguyen University of Economics and Business Administration, Vietnam. Each year, the university enrolls approximately 8,000 students across various modes of study (e.g., full-time and distance learning). This study focuses on full-time undergraduate students. Most participants live away from their families, and a considerable proportion come from ethnic minority backgrounds. Prior to entering university, many had limited exposure to information technology; however, upon entering this new environment, they gained access to the internet and social media, which has influenced their learning and daily lives in both positive and negative ways.

Background: *Previous surveys and studies have examined the impact of social media on the academic outcomes and lifestyles of Vietnamese students. To date, however, no research has specifically addressed this issue among students at Thai Nguyen University of Economics and Business Administration – Thai Nguyen University in Vietnam. This gap provides the rationale for our study.*

Materials and Methods: *This study was conducted at a member institution of Thai Nguyen University, Vietnam, using a sociological survey administered to students from the first to the fourth year. Data collection was carried out in December 2025.*

Results: *The findings identify and analyze both the positive effects and the limitations of social media use on the academic performance and daily lives of students at Thai Nguyen University of Economics and Business Administration – Thai Nguyen University, Vietnam.*

Conclusion: *Recognizing and effectively leveraging the positive aspects of social media can contribute to improved academic performance and foster a healthier, more civilized, and more modern student lifestyle at Thai Nguyen University of Economics and Business Administration – Thai Nguyen University.*

Key Word: *social media; students; Thai Nguyen University of Economics and Business Administration students; learning; student life.*

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I. Introduction

Social media has become a widely adopted and frequently used tool among young people. Among various user groups, university students represent one of the most active populations in terms of social media engagement. Consequently, multiple aspects of their lives—including learning, family relationships, friendships, social activities, and work—are significantly influenced by these platforms. A wide range of social networking applications are currently used worldwide; in Vietnam, the most prominent include Facebook, Zalo, TikTok, YouTube, and Instagram. With functionalities that enable rapid information sharing and immediate access to desired content, social media increasingly occupies a substantial portion of students' time. Students can easily access information from diverse online sources, particularly through social media, where content spreads at remarkable speed. Nevertheless, its impact on students is inherently dual in nature, encompassing both positive and negative dimensions.

Thai Nguyen University of Economics and Business Administration – Thai Nguyen University, Vietnam, was established on August 2, 2004, under Decision No. 136/2004/QĐ-TTg issued by the Prime Minister of Vietnam. With the mission of providing education and conducting research in conjunction with innovation to develop high-quality human resources with professional competence and social responsibility, as well as transferring scientific and technological knowledge in the fields of economics, business, and management, the university contributes to the sustainable development of society. It enrolls approximately 8,000 students annually across various modes of study, including full-time and distance learning. In recent years, both its reputation and the quality of its training have steadily improved.

In recent years, students in general, and those at Thai Nguyen University of Economics and Business Administration in particular, have devoted increasing amounts of time to social media use. This trend has had a notable impact on both their academic performance and daily lives. A considerable proportion of students at the university—similar to those at other member institutions of Thai Nguyen University—originate from rural and mountainous areas characterized by challenging socio-economic conditions. Many belong to ethnic minority groups and had limited exposure to information technology prior to entering university. Upon transitioning to a new academic environment, where access to the internet and social media becomes readily available, their learning experiences and daily lives are influenced to varying degrees.

Moreover, as many students live independently from their families, parental supervision over their academic and daily activities is reduced. This context highlights the importance of systematically identifying and analyzing both the positive and negative impacts of social media on students’ academic performance and daily lives. Examining these effects may provide a foundation for developing practical recommendations to better support student education and development, as well as that of young people more broadly, in the context of the Fourth Industrial Revolution. Accordingly, this paper investigates the impact of social media on the academic performance and daily lives of students at Thai Nguyen University of Economics and Business Administration, Vietnam.

II. Material And Methods

This study was conducted using a sociological survey method on the topic “The impact of social media on the academic performance and daily lives of students at Thai Nguyen University of Economics and Business Administration, Vietnam.” Data were collected through a structured questionnaire consisting of 10 items. Specifically:

- **Study site:** Thai Nguyen University of Economics and Business Administration – Thai Nguyen University, Vietnam.
- **Participants’ age:** 18 years and above.
- **Occupation:** Students.
- **Data collection period:** December, 2025.
- **Number of questionnaires administered:** 200.
- **Sample size calculation:** The total student population is approximately 8,000.

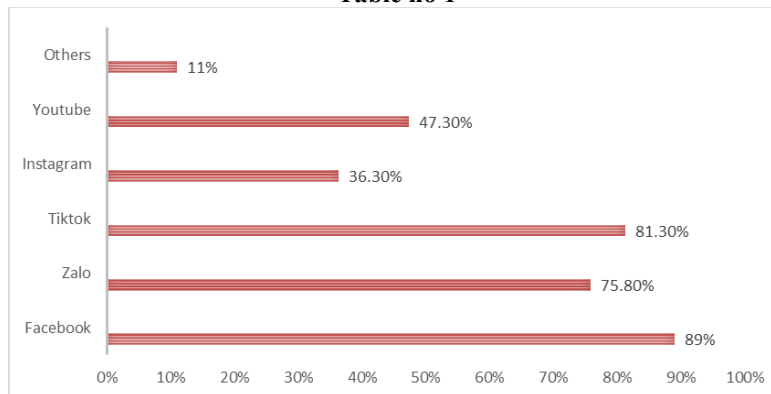
III. Result

1. Social media platforms used by students

The findings show that Facebook is the most widely used platform (89%), followed by TikTok (81.3%), Zalo (75.8%), YouTube (47.3%), and Instagram (36.3%). Other platforms account for a smaller proportion (11%).

Nearly all respondents (97.8%) access social media primarily through smartphones, reflecting the central role of mobile technology in students’ daily routines.

Table no 1



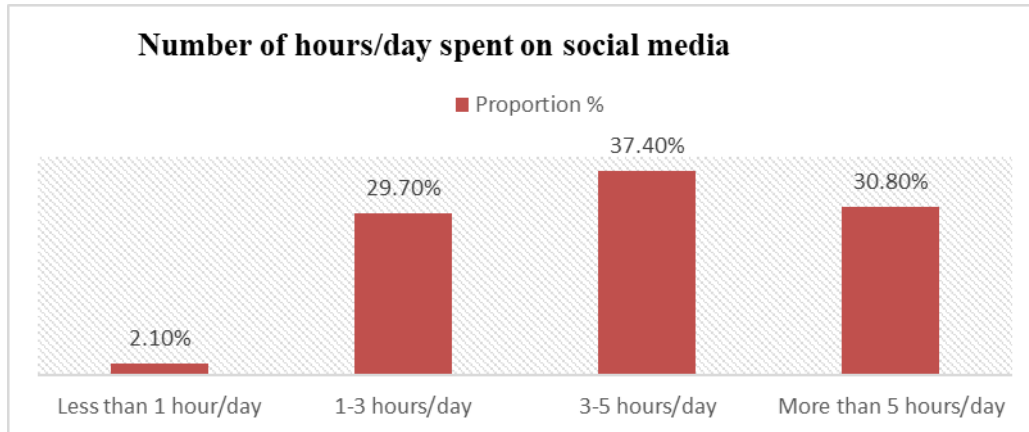
2. Time spent on social media

Students reported spending a considerable amount of time on social media:

- 29.7% use it for 1–3 hours per day
- 37.4% for 3–5 hours
- 30.8% for more than 5 hours
- Only 2.1% for less than 1 hour

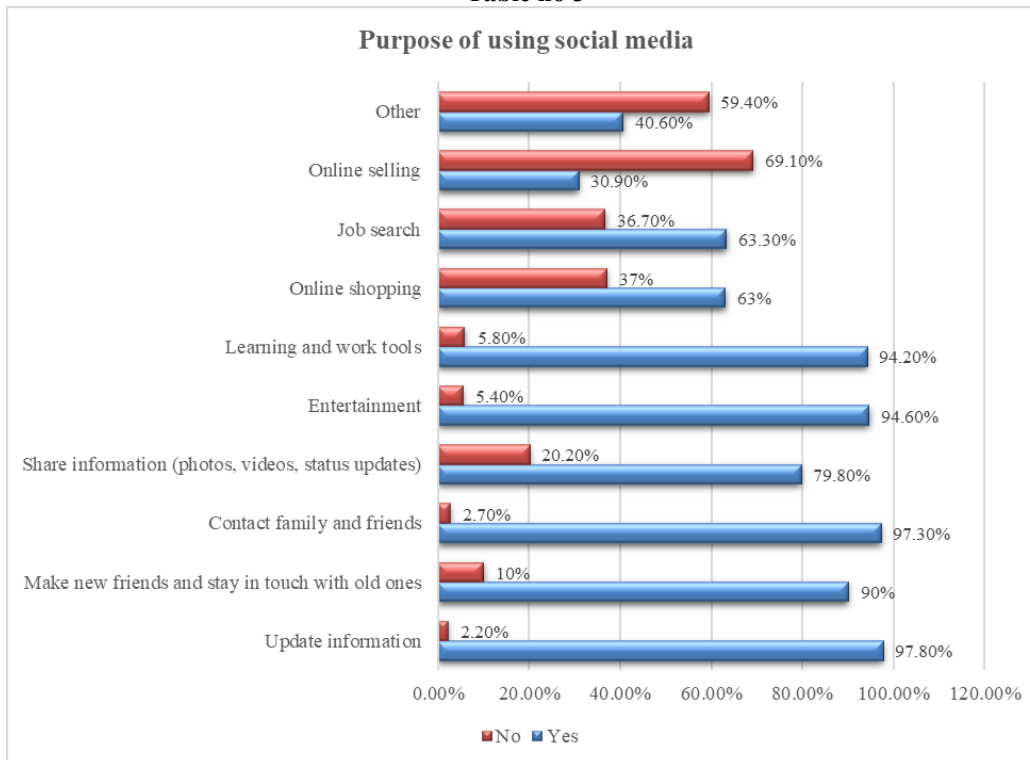
Most students indicated that they use social media during their free time (98.9%), although a smaller proportion (11%) acknowledged using it during class. This suggests that, while students are generally aware of academic priorities, boundaries are not always strictly maintained.

Table no 2



3. Purposes of social media use

Table no 3



The chart illustrates that students use social media for a wide range of purposes, including updating information; making new friends and maintaining relationships with existing ones; communicating with family and friends; sharing content (such as images, videos, and status updates); entertainment; supporting learning and work; online shopping; job searching; and online selling, among others.

Among these purposes, the most prevalent uses (accounting for 97.8%) are information updating, communication with family and friends, entertainment, and support for learning and work. Although online selling is also reported among the surveyed students, it represents a relatively smaller proportion (30.9%), which may be attributed to the fact that students' primary responsibility remains their academic pursuits.

IV. Discussion

1. Theoretical Background

Social media can be understood as a website or online platform with a wide range of formats and features that enables people to connect easily from virtually anywhere. It is accessible through various devices, including desktop computers, laptops, tablets, and smartphones. Today, numerous social media applications are used worldwide. In Vietnam, some of the most popular platforms include Facebook, Zalo, TikTok, YouTube, and Instagram.

Although social media exists in different forms, it generally shares several common characteristics:

- It operates on an internet-based platform.
- All content is created and shared by users themselves.
- Each user must create a personal account and profile.
- Social media connects individual or organizational accounts through virtual identities created by users.

Vietnamese students represent a segment of the youth population in society. They are generally well-educated, exposed to diverse cultures, and characterized by youthfulness, energy, and dynamism. Their values are still in the process of formation and are continually being tested. They tend to experiment with ideas inherited from previous generations as well as those acquired from the outside world. At the same time, this group is highly diverse and complex, encompassing differences in gender, place of residence, value orientations, interests, beliefs, and patterns of behavior and social choice. As such, they constitute a significant force in both economic development and cultural formation.

Students at Thai Nguyen University of Economics and Business Administration – Thai Nguyen University share these general characteristics of Vietnamese students. They continuously strive to acquire knowledge and skills to better prepare for their future contributions to their communities and the nation. They study and live primarily in Thai Nguyen City—a dynamic urban center marked by cultural diversity and serving as a socio-economic hub of the Northern Midlands and Mountainous region. This environment offers students ample opportunities for interaction, learning, and exposure to the influences of a market-oriented economy.

First, *practicality* is evident in their choice of majors and career paths. Students tend to select fields of study aligned with real-world demands, actively seek work experience, plan their future careers, and show a preference for jobs with higher income. In general, their actions are strongly goal-oriented.

Second, *dynamism* is a prominent feature. Many students balance their studies with part-time jobs, show interest in entrepreneurship, and some even establish businesses while still at university. They also actively participate in volunteer activities and social movements.

Third, *the concreteness of ideals* reflects a shift in life aspirations during this stage. Students increasingly develop more clearly defined personal goals. Questions often arise as to whether students today possess ideals, what those ideals are, and whether they align with broader societal and human values.

Fourth, *collectivism (group orientation)* is evident in students' tendency to expand social networks, especially peer relationships. This group orientation is shaped by the surrounding social environment. Changes in students' spiritual and social lives in the context of globalization—both its positive and negative aspects—are fostering a stronger sense of community.

Fifth, *individualism* has become more pronounced. Trends toward democratization, advances in information technology, and rising educational levels have heightened students' self-awareness and desire for self-expression. There appears to be a growing emphasis on personal interests over obligations, with a tendency toward enjoyment rather than contribution. Altruism may be less prominent than before, and when present, is sometimes evaluated from a pragmatic, economic perspective rather than purely emotional or empathetic grounds. A degree of indifference toward surrounding social issues can also be observed among some students.

In addition to these general characteristics, students at Thai Nguyen University of Economics and Business Administration – Thai Nguyen University exhibit several distinctive features:

First, as students in the field of economics, they tend to be particularly active, adaptable, and career-oriented. Many proactively seek part-time employment to gain experience and develop life skills, thereby enhancing both academic knowledge and practical understanding.

Second, they develop an economic mindset and entrepreneurial skills early on through coursework such as *Entrepreneurship and Innovation* and *Marketing*, which encourage them to experiment with business ideas even while still at university.

Third, they are generally friendly, sociable, and quick to integrate into new environments. Participation in group work and student clubs further enhances their ability to connect, share, and collaborate effectively.

Fourth, a large proportion of students come from rural backgrounds. As a result, they may carry certain local influences into their university experience. While many demonstrate strong motivation and a desire for self-improvement, some may be less confident in communication and more reserved in group settings, which can affect their job prospects after graduation.

Fifth, most students live away from their families, and their level of independence is not always fully developed. Without regular parental supervision, some may overuse social media, which can negatively affect both their academic performance and personal development

2. Current Situation of the Impact of Social Media on the Academic Performance and Daily Lives of Students at Thai Nguyen University of Economics and Business Administration – Thai Nguyen University

The Impact of Social Media on Students' Academic Performance

Students' academic performance is assessed through grades across semesters. At Thai Nguyen University of Economics and Business Administration, the training program typically consists of eight semesters. Each course is evaluated through continuous assessment (50%), including mid-term exams (20%) and ongoing assessment (30%), and a final exam (50%). This evaluation method covers the entire course content by breaking it down into specific components. Achieving good results therefore requires sustained effort throughout the semester.

With the rapid development of science and technology, and the relatively high level of social media use among students today, social media has brought both positive and negative effects on academic performance.

Positive impacts:

(1) Students are able to establish academic connections quickly, making it easier to search for and share learning materials related to their courses. They frequently organize group discussions via social media platforms to complete assignments assigned by lecturers. This also helps them enhance their digital literacy and technological skills.

(2) Many students, through participation in online groups, learn effective ways of expression, academic writing, presentation design, and public speaking. As a result, they develop important soft skills such as communication, confidence in expressing personal opinions, and critical thinking.

(3) Social media provides students with access to new knowledge and emerging trends in economics and business. For instance, they can explore market approaches, digital marketing, digital banking, the digital economy, and e-commerce. This creates valuable opportunities for students to supplement and apply what they learn in their academic programs.

(4) Social media broadens learning opportunities by enabling students to participate in online courses, as well as domestic and international seminars that they may not otherwise be able to attend in person. They can also join specialized groups in their field of study, gradually preparing for their future careers.

Negative impacts:

(1) Due to their developmental stage, students may find it difficult to critically evaluate misleading information encountered on social media. This can lead to confusion or poor judgment in certain situations, and if not cautious, they may even fall victim to online scams or legal issues.

(2) Many seminars and academic programs relevant to students' fields are held during weekdays and often overlap with their formal class schedules, resulting in low participation rates.

(3) Survey data indicate that 68.2% of students at the university spend three or more hours per day on social media. This excessive usage significantly affects their academic performance. Moreover, social media platforms are designed with algorithms that capture users' attention, which can lead to time loss and reduced concentration on studies.

The Impact of Social Media on Students' Daily Lives

Students' daily lives encompass learning activities, social relationships, mental health, extracurricular engagement, and career orientation. This stage represents a critical transition in which students become more independent—they manage their own learning, finances, and personal lives while balancing academic pressures, part-time work, extracurricular activities, and emotional challenges, especially as many live away from their families. Despite these challenges, students also develop life skills, self-discipline, and broader social networks.

Social media affects the daily lives of students at Thai Nguyen University of Economics and Business Administration in both positive and negative ways.

Positive impacts:

(1) Social media enhances students' confidence in communication and helps them connect with peers, lecturers, and like-minded individuals in their pursuit of knowledge.

(2) It allows students to access and stay updated on information about scholarships, online courses, and recruitment opportunities from companies and corporations.

(3) Through platforms such as Facebook and Zalo, students can participate in study groups and academic discussions, which support self-directed learning and expand social networks.

(4) Social media provides a space for students to express their interests, talents, and emotions through posts, images, and videos.

(5) It also serves as a platform for practical business activities, enabling students to engage in online selling, build personal brands, and take on online part-time work.

Negative impacts:

(1) Excessive use of social media reduces students' concentration and negatively affects both their academic performance and personal development.

(2) Constant exposure to curated online content can lead students to compare their lives with others, potentially resulting in negative emotions, low self-esteem, or feelings of inadequacy.

(3) The highly engaging and entertaining nature of social media can lead to overuse, especially among students living away from home without parental supervision. This may result in late-night usage, disrupted daily routines, neglect of academic and personal responsibilities, fatigue, stress, and even social media addiction.

(4) The emergence of "social media language" is increasingly evident among young people, including students at the university. Trend-based expressions and behaviors are widely adopted in daily communication, and those who do not keep up may be seen as "outdated." However, such trends are often short-lived.

(5) A significant amount of content on social media consists of misinformation or unverified information. This can cause confusion among students and may distort their thinking and perceptions.

V. Conclusion

Social media is a highly effective tool for supporting learning and personal development among students at Thai Nguyen University of Economics and Business Administration – Thai Nguyen University. However, if left unmanaged or overused, it can negatively affect academic performance, lead to distorted perceptions and behaviors, and harm students' mental well-being. Therefore, this study proposes several orientation-based solutions to maximize the positive impacts and minimize the negative effects of social media on students' academic outcomes and daily lives:

First, it is essential to strengthen communication and training on digital literacy and responsible social media use. Students should be guided from the time they enter the university on how to use social media safely and effectively for both academic purposes and daily life.

Second, the university should promote the integration of social media into learning and training activities in a structured and controlled manner, for example by incorporating participation and engagement into course assessment.

Third, the university should expand experiential extracurricular activities, particularly field trips to businesses within Thai Nguyen province and neighboring areas. These activities would allow students to broaden their practical understanding of their fields of study. At the same time, students can be required to use social media platforms to complete reflective assignments related to these experiences.

Fourth, the Youth Union and the Student Association of Thai Nguyen University of Economics and Business Administration should organize training programs on digital skills and information literacy, helping students develop the ability to critically evaluate online content and enhance their awareness.

Fifth, the university should design and conduct regular surveys to assess the impact of social media on students after each academic term. This would enable the institution to monitor trends and better understand how social media influences students' academic performance and daily lives

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