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ABSTRACT

The aim of this research was to examine the effects of social media usage on academic performances of military officers in Sri Lanka. The reason for conducting the research was due to the observations of the author, which revealed that academic commitment of military officers have decreased, as explained in problem statement. Therefore, the author conducted a literature review and found dimensions to assess the effects of social media usage, which include study hours, self control, academic concentration and academic work completion. On the other hand, the dimensions to assess academic performances were revealed as skills, knowledge, attitudes and abilities. Considering effect of social media as the independent variable and the academic performances as the dependent variable, this research was designed in a quantitative manner. The data collected from 100 numbers of military officers, who were majorly males, in their young to middle ages, and who were already qualified in different academic backgrounds such as BSc, MBAs, MSc etc. According to the results gathered, it was found that respondents are not in a precise view about the effect of social media. Yet, the higher maximum values of demographical data showed that there are some respondents with the view that social media generate negative effects. On the other hand, it was found that respondents are not in a precise view about their academic performances as well. Still, some respondents believe that their academic performances are very high. However, as the excessive usage of social media found as higher, as all officers used Facebook, and some other social media sites such as YouTube, Viber etc, the academic performances were not satisfactory. Considering the correlation and regression result, all the hypotheses were accepted, as there was a strong negative relationship between the effects of social media on academic performances, while social media usage made 58.6% of impact negatively on academic performances. Therefore, the researcher presented some recommendations for the improvement of academic performances, such as the creation of academic related groups and programmes in social media, conducting awareness sessions for better usage of social media for academic purposes, introducing compulsory study hours for academic purposes, away from social media usage etc.

Key Words: Social Media, Academic Performances, Military Academic Courses.