

Student Example (Undergraduate Research Proposal)

Title: The Effects of Social Media Use on the Academic Performance of Undergraduate Students

Introduction/Background

Social media platforms have become deeply embedded in student life, with most undergraduates spending several hours daily on apps like Instagram, TikTok, and X. While these platforms offer connectivity and access to information, growing concern exists about their impact on attention span, study habits, and academic outcomes. This concept paper proposes a study examining that relationship among undergraduate students at [University Name].

Statement of the Problem

Despite widespread social media use, there is limited local data on how usage patterns (frequency, platform type, time of day) correlate with GPA and study time among students at this institution. Faculty anecdotally report declining attention spans, but no systematic study has confirmed or quantified this.

Objectives

1. To determine the average daily social media usage among undergraduate students.
2. To examine the relationship between social media usage and GPA.
3. To identify which platforms and usage patterns are most associated with reduced academic performance.

Significance of the Study

Findings will help university counseling services and academic advisors design targeted interventions (e.g., digital wellness workshops) and give students evidence-based reasons to self-regulate usage.

Scope and Limitations

The study will cover 200 undergraduate students across three faculties over one semester. It will not address social media's effects on mental health, which falls outside this paper's scope.

Research Methodology

Design: Quantitative, correlational

Sample: 200 students, stratified random sampling

Instruments: Self-report survey (usage hours, platforms) + GPA records (with consent)

Analysis: Pearson correlation and multiple regression

Expected Outcomes

A quantified relationship between usage intensity and GPA, plus platform-specific insights that can inform a follow-up intervention study.

Timeline

Phase	Duration
Literature review	2 weeks

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Instrument design & ethics approval	2 weeks
Data collection	4 weeks
Analysis & writing	3 weeks