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Exploring the Merits and Menace of Social Media in the Academic Levels of students of Higher Education.

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The purpose of this study is to explore the merits & menace of social media along with their consequences on the undergraduate of Karachi. The current study is purely qualitative research on the perspectives of students regarding social networking sites used for education purpose. Semi-structured interviews were conducted from students of different colleges and universities. This study categorized the users as per their time spent on social media into excessive, moderated and lower. Themes were extracted and the overall results show that excessive category bears the menace of social media the most, which resulted in their low academic performance.

Keywords: Social media, online world, Academic performance. Peer to Peer engagement.