

Impact of Social Media Addiction on Personality Development and Career Success Orientation Among Students

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Abstract:

Social media has become an integral part of students' lives, and has affected their actions, the way they communicate and what they want to do in the future. This paper discusses the effects of social media addiction on personality development and orientation career success on the basis of literature studies. It discusses the impact on self-esteem, emotional stability, behaviour, identity formation and aspects of employment including motivation, productivity and decision making. The results indicate positive and negative impacts. Excessive use can cause anxiety, stress, lack of confidence, lack of time management, procrastination, lack of focus to study, negative impact on personality and career orientation.

Keywords: Social Media Addiction, Personality Development, Career Success Orientation, Students, Self-Esteem, Academic Performance, Procrastination, Psychological Well-being

1. Introduction

Social media have integrated into the student's lives, impacting communication, learning, and self-expression. Social media platforms like Instagram, Facebook, and X (Twitter) are popular places for socializing, information sharing, and job hunting (Ning, W., & Inan, 2024). However, the use of social media has become a problem due to excessive use, particularly in students under academic stress and peer pressure (Aslan, I., & Polat, 2024).

In parallel, there are ways in which social media usage can be responsible for networking, learning, and the development of skills (Lateef, S. F., Agbonna, R. O., & Ojo, 2025).

1.1 Social Media Addiction: Conceptual Overview

Social media addiction is defined as overusing social media at the expense of your personal, academic and social life. It encompasses aspects like compulsive checking, emotional dependence, and the inability to cut down its use despite awareness of its harmful effects (Gao, N., Eissenstat, S. J., & Oh, 2023).

1.2 Personality Development and Career Success Orientation

The personality development influences the attitude, behavior, emotional stability and relationship of students. Studies have indicated that personality traits affect the use of social media, besides, the use of social

media can have an impact on personality development (Panah, R. K., Hormozi, A. K., & Khodadadi, 2025).

2. Review of Literature

(Şimşek, O. M., Gümüşçü, N., Koçak, O., Alkhulayfi, A. M. A., Gómez-Salgado, J., & Yıldırım, 2025). Social media addiction is the tendency of obsessively and excessively indulging with social media. Studies have indicated that excessive use can have a negative impact on academic performance, emotional well-being, and personal relationships.

(Eichenberg, C., Schneider, R., & Rumpl, 2024) There is a positive correlation between social media addiction, personality traits, insecure attachment styles, and mental distress (anxiety, emotional instability)

(Sarwar, R., Akhtar, S., Sarwar, A., Shahid, M., Komal, F., Chandni, M., & Majid, 2025). Social media addiction can also have an impact on the career success orientation such as the motivation and readiness to attain the career goal. Overuse may lead to concentration problems, procrastination and hinder the process of choosing a career

According to the study of (Favini, A., Culcasi, F., Cirimele, F., Remondi, C., Plata, M. G., Caldaroni, S., ... & Luengo Kanacri, 2024) self-regulated students and self-efficient students are less inclined towards addictive social media behavior.

(Zhang, X., Abbas, J., Shahzad, M. F., Shankar, A., Ercisli, S., & Dobhal, 2024) said that the psychological health of students plays a crucial role in determining the impact of social media on their academic achievement.

(Panah, R. K., & Latifi, 2025). Among students, it is often driven by the need for social approval and fear of missing out (FOMO). The addiction to social media has been connected to mental health issues and academic achievement.

Summary of Literature

According to the studies reviewed, social media addiction has a significant impact on students' academic performance, mental health and behaviour. The general results of studies are adverse ranging from poor academic performance to anxiety, loneliness and low self-esteem. But, social media use, when carefully and intentionally done, can enhance learning, communication, and social awareness. Literature also implies that self-regulation, resilience, and psychological well-being has an impact on social media addiction. Although numerous studies conducted on academic and psychological impacts, very few studies have investigated its composite impact on personality development and orientation towards career success of students.

3. Research Gap

Despite a number of studies that have investigated the impact of social media addiction on academic performance and mental health, little focus has been on its synergistic effect on personality development and career success orientation in the students. The majority of the literature is dedicated to these aspects one by one without a comprehensive viewpoint. Moreover, the contribution of the factors like resilience, self-regulation, and identity development has not been adequately discussed in an integrated framework. Consequently, this paper seeks to fill this gap by examining how social media addiction affects personality and career orientation in a holistic approach.

4. Objectives of the Study

The present study is conducted with the following objectives:

1. To investigate the level of social media addiction among students.

2. To study the effect on personality development and orientation towards career.
3. To gain understanding of the positive and negative impacts of using social media on a student's overall development.

5. Research Methodology

The study adopted a secondary research design and literature related to social media addiction, personality development and career success orientation among students are used. Identify and interpret major patterns and relationships reported in previous studies using descriptive and analytical approach.

5.1 Nature of the Study

This is a descriptive and analytical research. The descriptive section describes the phenomenon of social media addiction, its nature, and related variables that have an impact on students. The relationships between the social media usage, personality traits and career success orientation are analyzed by applying the analytical approach.

5.2 Sources of Data

The paper is completely founded on secondary data, which is gathered in reliable and academic sources. These include:

- Peer-reviewed journals
- Research articles
- Academic books and reports
- Online academic resources (e.g., Google Scholar and other academic sites).

5.3 Data Analysis Method

A qualitative and thematic analysis approach has been taken to analyze the collected data. The findings of various studies pertinent to the topic have been reviewed, compared, and tabulated into the prominent themes, which include personality development, academic performance, and career success orientation.

5.4 Study Scope

The study concentrates on school/college/University students and explores both positive and negative impacts of social media usage, such as communication, networking, career awareness, distraction or psychological issues.

5.5 Study Limitations

The present study has limitation because it is dependent on secondary data and quality of previous studies. Generalizability may be restricted because of the absence of a specific geographical context, and methodological differences and variations in the characteristics of the sample and individual differences may affect the interpretation of the results.

6. Conceptual Framework

The conceptual framework depicts the relationship between social media addiction, personality development and career success orientation among students. Addiction to social media is viewed as the independent variable and personality development and career success orientation are the dependent variables. Some of the most common signs of social media addiction are excessive usage, compulsive checking, fear of missing out, emotional dependence, and lack of self-control.

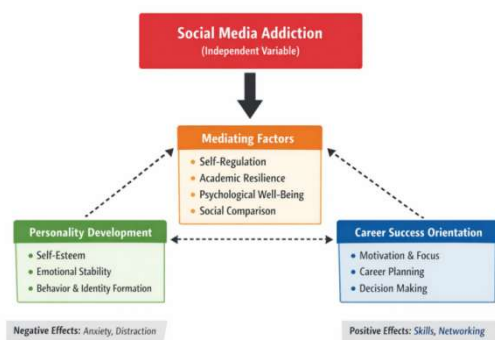


Figure 1: Conceptual Framework of Social Media Addiction, Personality Development, and Career Success Orientation

7. Impact of Social Media Addiction on Personality Development

Students' personality development is greatly impacted by social media addiction, especially in terms of self-esteem, emotional stability, behaviour and identity. Overuse can result in low self-esteem, comparison, stress, anxiety, depression, and the fear of missing out (FOMO). Too much of the virtual interaction can also limit real-life interaction, social isolation and loneliness, and participation in real-life responsibilities. Access to idealized online content may continue to affect the process of forming identity. But the proper use of social media can help in the development of better communication, creativity, confidence, and self-expression. Therefore, the extent and the way in which it is used, determines its impact.

8. Impact of Social Media Addiction on Career Success Orientation

Students can suffer from social media addiction, which has a negative impact on their motivation, concentration, productivity and career aspirations. Overuse can foster procrastination, ineffective time management and confusion because of unrealistic successes and opinions online. It also can lower the participation in internships, training and skill development. However, with the right use, networking, learning, career awareness, and professional development opportunities are possible. As such, social media can be a tool for career advancement when used in the right manner, but can also be a distraction when overused.

9. Discussion / Findings

The results suggest that the overuse of social media can have adverse impacts on students' personality development and career success orientation. The repercussions are low self-esteem, emotional instability, stress, poor concentration, procrastination, time-management problems, and uncertainty related to career paths. Self-regulation, resilience, self-efficacy and psychological well-being can help to reduce these effects. Social media can also be an aid to learning, networking, skill-building, and career awareness when used responsibly.

10. Suggestions / Recommendations

The following are recommended:

1. To learn to regulate oneself and sit scheduled time-management to overcome excessive social media usage.
2. Awareness programmes on social media addiction and its effect should be conducted in educational institutions.
3. Students should have a balance of academic, social and physical activities.

11. Conclusion

Students' personality development and career success orientation can be adversely impacted by social media addiction in terms of low self-esteem, emotional instability, concentration problems, procrastination and career decision-making challenges. But with responsible and moderate usage, it can help in the improvement of the communication skills, creativity, networking, learning and career awareness. Self-

regulation, resilience and self-efficacy are factors that are important in reducing negative effects. Thus, students must be encouraged to integrate social media in a balanced and meaningful way to achieve healthy personality development and good career.

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