The omnipresence of social media has greatly increased in the past decade. Research has shown there are various effects that social media, such as Facebook and Twitter, can have on the academic success of middle and high school students.

- Social media can help increase interpersonal skills which contribute to academic performance in middle schoolers (Tsai & Liu, 2015).
- Social media can be detrimental for time management (Kirschner & Karpinski, 2010) and test scores (Swang, 2011).

Although social media users do not perceive its negative effects, research supports that high use of social media has harmful consequences on their education.

- Social media can be detrimental for time management (Kirschner & Karpinski, 2010) and test scores (Swang, 2011).

There has been little research done on the effects of social media on college students.

- Information in this area is critical as more social media is being integrated in classrooms and normalized in the daily lives of college students.

In our research, we aim to answer:

- Is there a relationship between the allocation of college students’ time use on social media and academically related activities?

Table 1. Sample descriptive statistics

<table>
<thead>
<tr>
<th></th>
<th>Mean Age</th>
<th>N</th>
<th>Female</th>
<th>Male</th>
<th>1st year %</th>
<th>2nd year %</th>
<th>3rd year %</th>
<th>4th year %</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.87</td>
<td>313</td>
<td>213</td>
<td>73</td>
<td>21.6</td>
<td>31.4</td>
<td>32.1</td>
<td>12.8</td>
<td></td>
</tr>
</tbody>
</table>

Table 2. Sample ethnicity frequency statistics

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Asian %</th>
<th>Hispanic/Latino %</th>
<th>Afr. American %</th>
<th>Caucasian %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51.8</td>
<td>27.2</td>
<td>2.9</td>
<td>9.3</td>
</tr>
</tbody>
</table>

- All participants were UCR undergraduate students in various years of study and fields of study.
- This survey was given at various times, and as a result the N’s vary.
- Participants were asked on average how many:
  - Facebook (FB) friends they have
  - FB friends are UCR students
  - Hours they chatted with friends on FB today
  - Hours they spent browsing online today
  - Hours they socialized with UCR students today
  - Hours they socialized with non UCR students today
- Participants were asked how many hours they spent today:
  - In class
  - Studying
  - Doing activities with their friends
  - Doing activities with their romantic partner
  - Doing activities with their family
  - Doing housework

CONCLUSION

- There is a small negative relation between time spent on academically related activities and reported time use on Facebook, online chatting, and browsing.
- Though the correlation may not be strong, the outcome of our research could potentially fill in the gap within the literature concerning the relationship between social media and college students.