

Impact of Instagram on the Students of IP University

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Abstract: This research paper examines the impact of Instagram on the academic performance, mental health, social behaviour, and daily lifestyle of students enrolled in five major IP University-affiliated colleges: Tecnia Institute of Advanced Studies (TIAS), Rukmini Devi Institute of Advanced Studies (RDIAS), Geeta Rattan Institute of Business Studies (GIBS), Trinity Institute of Professional Studies (TIPS), and Maharaja Agrasen Institute of Management Studies (MAIMS). The study explores how Instagram, as one of the most popular social media platforms among youth, affects students both positively and negatively. A mixed-method approach was used, involving online surveys and personal discussions with 50 students from each college, making a total sample size of 250 respondents. The findings reveal that Instagram plays an important role in students' daily communication, academic motivation, and access to educational content. Many students also use it to stay informed about college activities, trends, and social networks. However, the study also highlights several concerns such as excessive screen time, distraction during study hours, sleep disturbances due to late-night scrolling, and increased comparison-based stress. While Instagram offers creative exposure and learning opportunities, its overuse can negatively influence students' academic discipline and emotional well-being. The research concludes that balanced usage, along with digital well-being awareness, time management, and institutional guidance, is essential for students to benefit from Instagram while avoiding its harmful effects.

Keywords: Instagram, IP University.

1. Introduction

Instagram has emerged as one of the most influential social media platforms among college-going youth, particularly due to its visually appealing interface, short-form video content, and interactive features such as reels, stories, and direct messaging. For students in universities like Guru Gobind Singh Indraprastha University (GGSIPU), Instagram is not merely an entertainment platform but a space where they communicate, express themselves, build identities, follow trending content, and even gather educational or career-related information. Its strong presence in student life makes it essential to understand the platform's influence on academic performance, lifestyle choices, behaviour, and mental health.

IP University has over 120 affiliated colleges across Delhi, hosting thousands of students from diverse academic backgrounds including management, journalism, information

technology, law, commerce, and professional studies. Instagram plays a major role in shaping the daily routines of students across these institutions. This research specifically focuses on five significant colleges—TIAS, RDIAS, GIBS, TIPS, and MAIMS—because they are located in crowded and active areas of the city, attract students from various streams, and maintain vibrant campus cultures. These factors make them suitable environments for studying digital behaviour and social media patterns.

Today, students spend several hours daily browsing Instagram for multiple purposes. While some use the platform for academic inspiration, skill-building videos, or internship updates, most students engage with the app for entertainment, reels, and social interaction. The addictive design of Instagram, which includes algorithm-driven recommendations and constant notifications, often encourages prolonged usage and reduces focus on academic tasks. This raises questions about whether Instagram enhances students' learning experience or distracts them from their educational goals.

Beyond academics, Instagram influences students' emotional experiences. Many students engage in social comparison—evaluating their appearance, lifestyle, or achievements against the curated posts of others. This may lead to feelings of inadequacy, anxiety, or lowered self-esteem. Meanwhile, late-night scrolling and excessive screen time have become common habits, affecting students' sleep patterns and overall well-being.

Given these growing concerns and the increasing dependency of students on social media, it becomes important to study Instagram's impact in a structured and analytical manner. This research aims to evaluate both the beneficial and harmful effects of Instagram on students of selected IP University colleges. By analysing usage patterns, emotional responses, academic behaviour, and lifestyle changes, the study seeks to provide insights that can help students, educators, and institutions promote healthier and more productive digital habits.

2. Literature Review

A. Instagram & Mental Health

Studies show that Instagram often leads students to compare themselves with others, which can cause stress, anxiety, and

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lower self-esteem.

Peer comparison, curated lifestyles, and unrealistic beauty standards are major triggers.

Research also suggests that late-night scrolling affects sleep quality, which then impacts academics.

B. Instagram & Academic Performance

Instagram can be useful when used for learning, educational pages, or career-related content.

However, most students use the app for entertainment, which often distracts them from studies.

Research links excessive Instagram use with procrastination, lack of focus, and lower academic performance.

C. Social Media Dependence

When students feel the need to constantly check Instagram, they may develop emotional dependence on likes, comments, and online validation.

This increases stress and reduces academic confidence.

D. What Colleges Can Do

Experts suggest universities should teach digital literacy, time management, and provide counseling support to help students develop healthier online habits.

3. Methodology

A. Colleges Surveyed

- Tecnia Institute of Advanced Studies (TIAS)
- Rukmini Devi Institute of Advanced Studies (RDIAS)
- Geeta Rattan Institute of Business Studies (GIBS)
- Trinity Institute of Professional Studies (TIPS)
- Maharaja Agrasen Institute of Management Studies (MAIMS)

B. Reason for Selecting These Colleges

These five colleges were chosen based on the following reasons:

1) Prime and Crowded Locations

All selected colleges are situated in well-connected, high-footfall areas of Delhi, which ensures diverse student exposure and active campus life.

2) Diverse Academic Courses

These institutions offer a wide range of programs such as management, journalism, IT, commerce, law, and media studies. This diversity allows the research to capture students from different academic backgrounds and study patterns.

3) High Student Engagement

The large student population and active student communities in these colleges make them ideal for studying Instagram usage trends.

4) Strong Social Media Presence

These colleges have active online communities and student-driven activities, making them suitable for research on digital behavior.

5) Balanced Representation

The combination of professional, technical, and media-focused colleges provides a balanced sample of IP University's

student environment.

C. Data Collection

1) Online Survey

Students were asked about:

- Daily Instagram usage
- Impact on concentration and studies
- Stress levels
- Sleep habits
- Reasons for using Instagram

2) Interviews/Group Discussions

Students shared how Instagram affects their daily routine, mood, and study patterns.

3) Student Feedback (Positive & Negative Reviews)

Along with the survey, detailed feedback was collected through short discussions:

Positive Reviews:

- Students said Instagram helps them stay updated with college events.
- Many follow educational pages, motivational accounts, and skill-based content.
- Some use Instagram to explore internships, career opportunities, and creative ideas.

Negative Reviews:

- Students reported distraction during study hours.
- Many admitted losing track of time while scrolling reels.
- Several students said Instagram increases pressure, comparison, and anxiety.
- Late-night usage affects sleep and productivity.

D. Data Analysis

- Survey responses were summarised using averages and percentages.
- Student reviews were categorised into positive and negative themes.
- Interview insights were analysed to identify common patterns across all five colleges.

4. Findings

A. Instagram Usage Patterns

- Students use Instagram for 2.5–3 hours daily on average.
- Main reasons for use:
 - To connect with friends – 68%
 - Entertainment/reels – 62%
 - Motivation – 28%
 - Study-related content – 18%

B. College-wise Usage

- *TIAS students*: highest usage (~3.5 hrs/day)
- *GIBS*: around 3 hours/day
- *RDIAS, TIPS, MAIMS*: moderate usage (2–2.5 hours/day)

C. Impact on Academics

1) Positive

- Students get motivation from study pages and career-related content.
- Some use Instagram to explore internships, skill videos, etc.

2) Negative

- Half of all students say Instagram distracts them during study hours.
- Many lose track of time while scrolling.
- Higher Instagram use = lower study hours.

D. Impact on Mental Health

- Many students compare their lives with others and feel pressured.
- Students report feeling “less successful” or “not good enough” after seeing curated posts.
- 60% said they sleep late because of Instagram.
- 30% scroll Instagram at night for long periods.

E. Impact on Social Behavior

- Students feel more connected to friends and college events.
- However, they feel pressure to look good, gain likes, or maintain an online image.
- Some feel guilty after wasting time on the app.

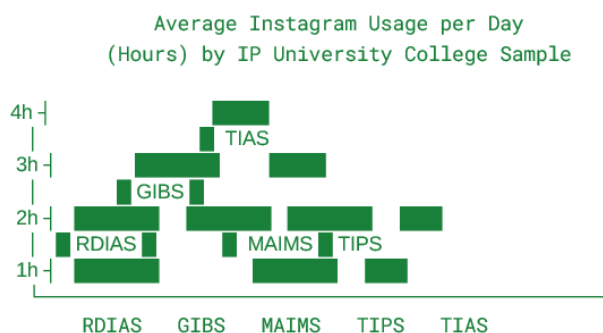


Fig. 1. Graph: Average Instagram usage per day

5. Discussion

Instagram affects students differently in each college, but the overall pattern remains similar:

It helps with motivation and social connection but becomes harmful when overused.

Late-night scrolling and comparison stress were the most common problems reported across all five colleges.

6. Recommendations

- Conduct digital well-being and time management workshops.
- Encourage students to limit screen time and create study schedules.
- Promote counseling sessions to address comparison anxiety and stress.
- Introduce phone-free study zones in libraries.
- Encourage following educational and skill-based Instagram pages.

7. Conclusion

Instagram has a strong influence on students at TIAS, RDIAS, GIBS, TIPS, and MAIMS.

While it helps students stay connected and sometimes boosts their motivation, excessive use affects studies, mental health, and sleep.

Colleges should take steps to help students develop healthy digital habits so they can enjoy the benefits of Instagram without harming their academic or personal well-being.

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