

Social Media Use in Academic Activities – A Case Study of Institute of Communication Studies University of the Punjab Lahore

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Abstract

Social networking has changed the global village drastically, all ages of people are using it, and networking has changed the global village drastically, all ages of people are using it which is surprising. It has evolved into a kind of platform where people create content, learn about new technologies, and develop intellectual skills. Social media usage has become a common international trend, and it has spread its reach to massive audiences. Among the prominent users of social media are the students. This research investigates the effects of social media on students' education at the Institute of Communication Studies, University of the Punjab. The study was guided by two research questions. A quantitative survey design method was used. The population used as a sample were students at the Institute of Communication Studies, University of the Punjab. 100 students were chosen from respective departments as respondents using convenient sampling. A questionnaire was used for data collection. Studies showed that there are both positive and negative effects of using social media. Almost 70% of respondents agreed to the fact that social media improves learning, assists in making academic assignments, and informs about innovations. A lot of respondents also agreed that unethical posts and advertisements distract them from their studies and interrupt their focus. This study suggests that students must learn to use social media more responsibly and should not use it unnecessarily. Also, ad blocker applications can be used to prevent distraction.

Keywords: Social media, education, academic performance, new technologies, learning

INTRODUCTION

Mass media is the type of technology that is mapped out and installed to reach a large audience. It has become the primary way of communicating with most of the population. There are many modes of delivery of mass media such as the internet, radio, television, newspapers, and magazines, that are the usual ways mass media is delivered to the public. Most of the general population depends on mass media to get information about politics, social matters, entertainment, and pop culture news.

Social media is the relationship that exists between a network of people.¹ Social networking has changed the global village drastically, all ages of people are using it which is surprising and increases the rate of media websites. It brings the students closer to study which is effective. It illustrated that using social media (FB, Twitter, etc.) is useful to gain knowledge to some extent but spending a large amount of time is worthless. At first, it seemed a waste of time. In short, it spreads knowledge among university students, but much exposure is alarming for studies.

Social media are tools that use digital devices to help companies, people, and other groups exchange or share ideas, interests, information, and pictures or videos in online communities and platforms. A large number of students developed a habit of using social media and the internet to find answers because it has made it easy to access information. Social networking has improved collaboration for students and made it swift and engaging. The students can learn and acquire skills through social media that will be useful for their future jobs. The students can also develop skills they can use throughout their lives by spending time on new technologies in education.

In the realm of social networking, there are so many social sites such as Facebook, Twitter, etc. They attract people, especially students. It is an informative source of gaining knowledge in some dimensions but spending a large amount of time is worthless. It is a valuable source of exchanging ideas among students. It builds up knowledge for every aspect of life, especially the educational perspective. It is a rapid source of awareness about social issues and civil society. Many students get advantages from online libraries but are more in social network results in a lack of interest in reading books. The research will be done to analyze and enlist the effects of social media usage on students that are en route their graduation and to evaluate whether it affects their studies positively or negatively.

The primary objective of this research is to investigate the effects of social media at the Institute of Communication Studies, University of the Punjab. Precisely, the purpose is:

- To evaluate how social media affects learning attributes of students
- To evaluate social media's role in getting information about innovations
- To evaluate social media's impact on students' research and assignments
- To evaluate potential drawbacks such as distraction from studies caused by social media

This research studies the following questions:

1. Does social media's use benefit those pursuing academic education?
2. Is social media affecting the learning of students positively or negatively?

Considerably high usage of social media dropped their study time, resulting in substandard grammar and spelling. It has been noted that students who indulge themselves on social media platforms more so than required in studies have seen degradation in their grade point average. A total of 102 students were selected and a survey using the Likert scale was conducted. The results were as per the hypothesis that usage of social media is affecting students' education. Suggestions were given that institutions must educate their students on how they can ensure that usage of social

¹ Wang, Qingya, Wei Chen, and Yu Liang. "The Effects of Social Media on College Students." (2011).

media is directed towards educational pursuits. That has become a necessity to ensure that it leads to an enhanced performance in academics and produces great results.²

It is an absolute necessity to explore and measure the amount of effect social media has on academic performance as technology is growing very fast. In this study, Facebook and e-mails were used to distribute questionnaires among subjects. The observations reflected that social media is found to have no relationship to academic performance; students' overall scores in the grading system projected this. Study shows that whether the amount of time spent by students lies in amounts of less than an hour or if the average ranges lie above six hours, their average grade range lies within the same range. So, in the conclusion of this study, there were no drawbacks found in any of the amounts of time spent on social media against the students' performance in academics.³

It described that the nature of activities pursued by students on social media platforms was found to have affected students' performance in academics with little to no significance. In addition, this research explained as well that the difference in social media usage, activities, or impact on students due to their gender is negligible. Researchers also suggest that students can be more productive by minimizing the time they spend on social media.⁴

It was analyzed that the connection between a student's academic performance and their interaction with peers, interaction with the teacher, engagement, and collaborative learning. The findings revealed a statistically significant positive link between interacting with teachers and interacting with peers. This interactive connection contributes to improved learning and better academic performance.⁵ The research surveyed university students to investigate any potential drawbacks or benefits that can be acquired through using social media on their performance in academics. 270 responses were recorded, and statistics showed most of the subjects recommended against using social media during lecture timings. YouTube and Twitter were found to be the best social media networks that can enhance the process of education and learning. The recommendation is given to conduct further studies on the current rhythm of life of students and social media and its meaningful impact.⁶

A study was organized to examine the influence of social networking platforms. The questionnaire was made, and chi-square was used as a mathematical tool to test the hypothesis. Their research

² Mensah, Sandra Okyeadie, and Ismail Nizam. "The impact of social media on students' academic performance-A case of Malaysia Tertiary Institution." *International Journal of Education, Learning and Training* 1, no. 1 (2016): 14-21.

³ Hashem, Y. "The Impact of Social Media on the Academic Development of School Students." (2015).

⁴ Rithika, M., and Sara Selvaraj. "Impact of social media on students' academic performance." *International Journal of Logistics & Supply Chain Management Perspectives* 2, no. 4 (2013): 636-640.

⁵ Al-Rahmi, Waleed, and Mohd Othman. "The impact of social media use on academic performance among university students: A pilot study." *Journal of information systems research and innovation* 4, no. 12 (2013): 1-10.

⁶ Oueder, M., and Inam Abousaber. "A study on the impact of social media usage on student academic performance: University of Tabuk an Example." *American Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS)* 40, no. 1 (2018): 77-88.

shows that 63 percent of the most frequent users received higher grades compared to 65 percent of less frequent users.⁷

Male students' mean social networking addiction rate was higher as compared to their counterpart students of the opposite gender. Students' addiction to social networking was observed to have a significant negative impact on their academic performance. It was recommended that authorities from universities should intervene and proactive measures need to be put in place so that students who rely too much on these platforms can be assisted. It was advised to inform and warn students about the drawbacks of addiction to social networking by organizing workshops.⁸

The presence of activities on social media is frequent among all age groups from children to old people due to its ease of use, speed, and reach to a broader audience and sources of information. 526 students were selected for the surveys. Students majorly agreed on the point that using social media hurts their grades. Recommendations were provided that institutions should teach students about future drawbacks such as unemployment, lack of development of social skills, loss of confidence, and psychological disorders that can be caused by social media over-engagement. They should teach students how to use social media to enhance their learning experience.⁹ Social media is helpful, engaging, and user-friendly. It was observed that subjects felt satisfied by being active on social media. It was believed that learning concerning to Quran and Hadith can be made significantly more engaging, interactive, and collaborative via social media and be used to its full extent.¹⁰ Students in Pakistan were found to be influenced more negatively as compared to having a positive influence on students' behavior. The findings suggest that if an equilibrium can be maintained in the usage of social media then it can help keep from students health being negatively influenced that can be caused due to its uncontrolled and unmonitored consumption.¹¹

The Uses and Gratification theory in media developed by Katz and Blumer in 1974, focuses on the audience rather than the content of media and proposes that the viewers or the media act as active audiences and make conscious choices about what to consume from the media content. It studies the behavior of the audience and acknowledges their views and decisions. This theory states that people view certain types of media content because it satisfies their needs such as an individual's need for self-enhancement, entertainment, the need of knowledge and information, the need of entertainment, the need of stabilization, and emotional needs, which need to be related to increasing and strengthening ties with friends and family. It describes how people use and absorb media instead of how it influences people. The degree of their media exposure also depends upon the types of needs that it fulfills and the degree to which they are satisfied with the gratifications

⁷ Harrath, Youssef, and Hadeel Alobaidy. "Impact of social networking sites on student academic performance: The case of university of Bahrain." In *Student engagement and participation: Concepts, methodologies, tools, and applications*, pp. 1238-1254. IGI Global, 2018.

⁸ Azizi, Seyyed Mohsen, Ali Soroush, and Alireza Khatony. "The relationship between social networking addiction and academic performance in Iranian students of medical sciences: a cross-sectional study." *BMC psychology* 7, no. 1 (2019): 1-8.

⁹ Goet, Joginder. "Impact of social media on Academic Performance of Students." *KIC International Journal of Social Science and Management* 1, no. 1 (2022): 35-42.

¹⁰ Al-Rahmi, Waleed Mugahed, Akram M. Zeki, Norma Alias, and Ali Saged. "Social media and its impact on academic performance among university students." *The Anthropologist* 28, no. 1-2 (2017): 52-68.

¹¹ Abbas, Jaffar, Jaffar Aman, Mohammad Nurunnabi, and Shaheer Bano. "The impact of social media on learning behavior for sustainable education: Evidence of students from selected universities in Pakistan." *Sustainability* 11, no. 6 (2019): 1683.

obtained from the media content. Further, this theory states that media consumers have an independent decision-making authority to decide how the media content they view will affect them. The effects are long and short-term. This theory provides very relevant criteria and arguments for understanding interactions individuals make with the technologies around them. Theorists have delved into the theory by relating individual factors to the usage of media. This theory aims to comprehend why people choose the networks they use and what purpose it serves for them. It stands apart as compared to other theories of media's effects by assuming that everyone among people has control over the usage of media, not portraying them as passive consumers. The main agenda of the study is to observe how media is sought by individuals to satisfy specific necessities and aspirations, like entertaining themselves, finding relaxation, or being able to socialize with other people. Understanding the relationship between gratification provided by media and why it is used had a particular interest.

Concerning the usage of social media, the users of choose to do particular activities can easily skip what they don't want to see. The stuff they watch satisfies their certain cognitive, integrative, affective, self-actualization, and emotional needs. In terms of cognitive needs, students use social media to get updates and information related to innovations. In terms of affective needs, students use social media to learn about different things. Students also watch some vulgar advertisements and posts while using social media which affects the learning behavior of students. It is clear that with the relevance of uses and gratification theory, students use social media to fulfill their various needs related to learning.

Method

The 'survey' method of data collection has been used as the nature of this research is quantitative. The survey is conducted with several respondents. Detailed information was needed to analyze the effects of caused by activities on social media so surveys from respondents were conducted in the form of a self-administered questionnaire. In the survey, the respondents were asked to fill in a questionnaire consisting of five-point Likert scale questions and through the interpretation of the data collected from respondents, the researcher explored the phenomena. The population of the research is students at the Institute of Communication Studies at the University of Punjab. The sample size is comprised of 100 students who are being selected by the rules of convenient sampling. The tool of data collection that has been used in this research is a 'self-administered questionnaire' which consisted of structured and close-ended questions that were asked to the respondents who constituted the sample size. The questionnaire consisted of 11 questions regarding the influences of activities on social media on the education of students.

Results

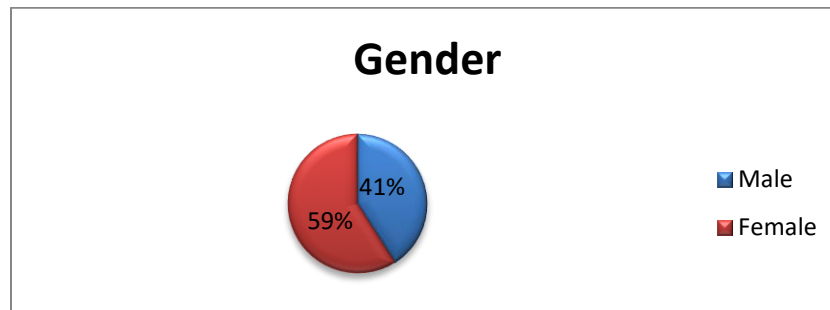


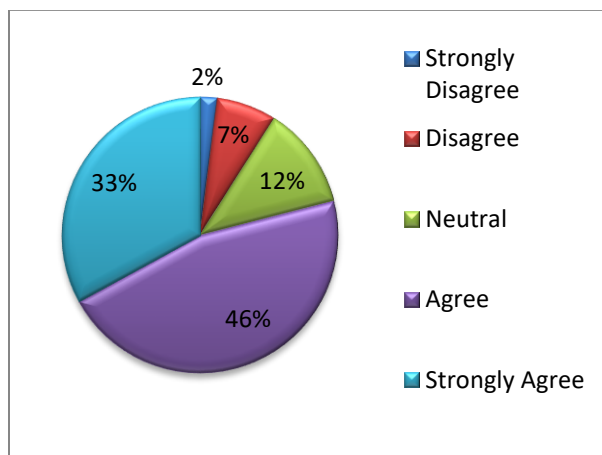
Figure 1. Representation of gender

The total respondents were 100, 59% of respondents were female respondents and the male respondents had a percentage of 41%. All of the subjects are university students with an average age bracket of 21-26 years.

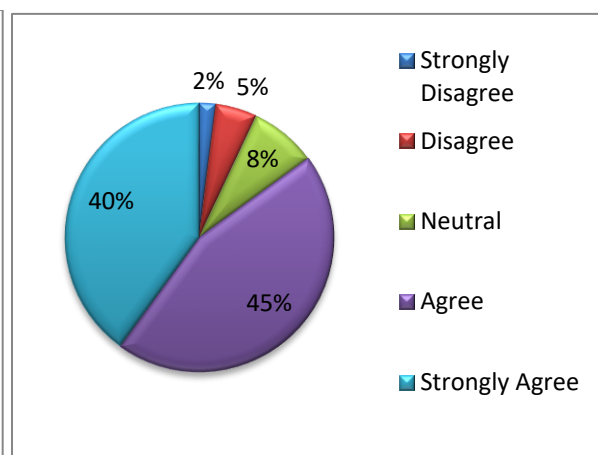
Graphs 1, 2, and 3 explain that social networking technology is used for learning in university, helps students in finding new facts and figures, and helps develop educational skills (research) in students respectively.

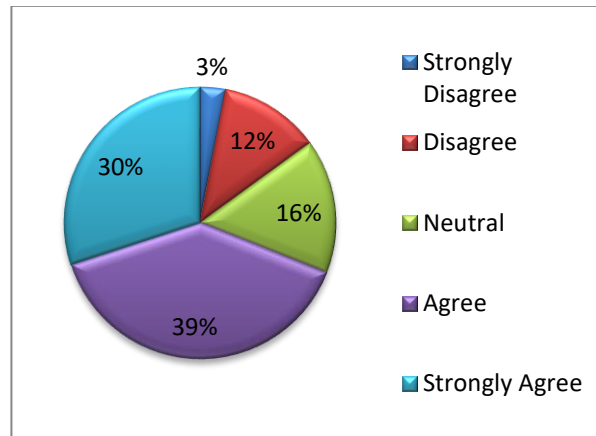
Graph 1 shows responses of samples taken about using social media for learning in university. According to that 2% Strongly Disagreed, 7% Disagreed, 12% remained Neutral, 46% Agreed, and 33% strongly agreed. Graph 2 shows responses of samples taken about social media helping students in finding new facts and figures. The total respondents were 100, 59% of respondents were female respondents and the male respondents had a percentage of 41%. All respondents fall within the age bracket of 21-26 years and are university students. Graph 3 shows responses of samples taken about social media held developing educational skills (research) in students. According to the findings, 40% strongly agreed, 45% agreed, 8% remained neutral, 5% disagreed, and 2% strongly disagreed.

Graph 1:



Graph 2:



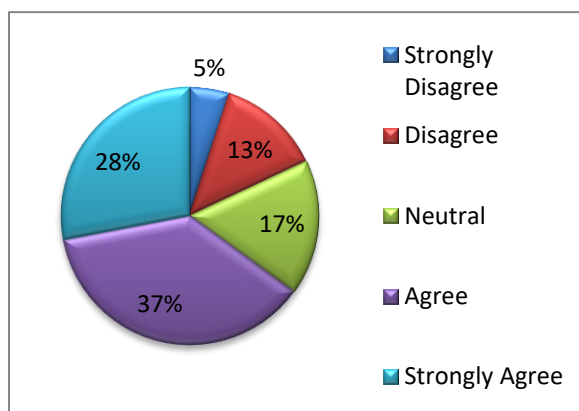


Graph 3:

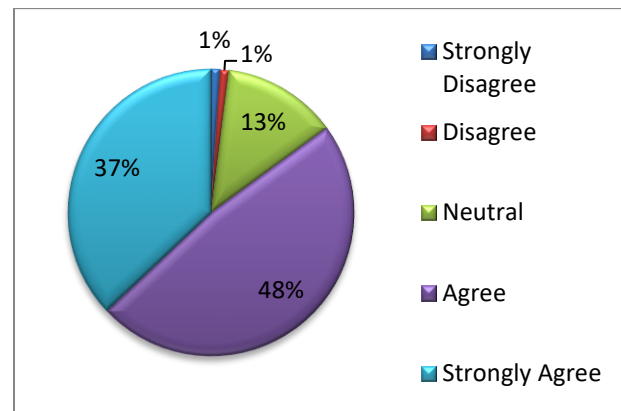
Graphs 4, 5, 6, and 7 explain that social networking sites are useful in making academic assignments, Students learn about discoveries through social media, Social media is creating awareness among students about new trends in technology and Students develop an intellectual understanding of new things using social media.

Graph 4 shows responses from the taken sample about social networking sites being useful in making academic assignments. According to that 5% Strongly Disagreed, 13% Disagreed, 17% remained Neutral, 37% Agreed, and 28% strongly agreed. Graph 5 shows responses of the taken sample regarding students learning about discoveries through social media. The data indicates that 37% strongly agreed, 48% agreed, 13% remained neutral, 1% disagreed, and 1% strongly disagreed.

Graph 4:



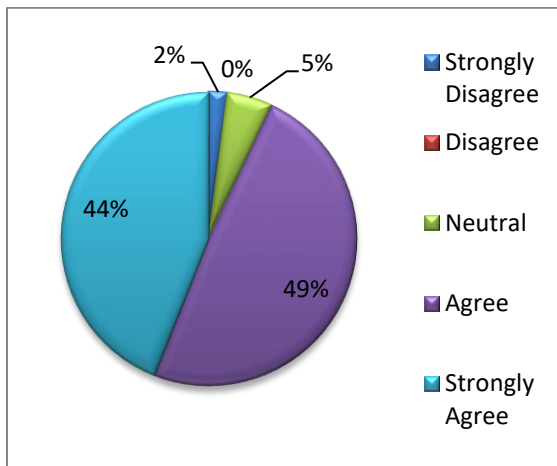
Graph 5:



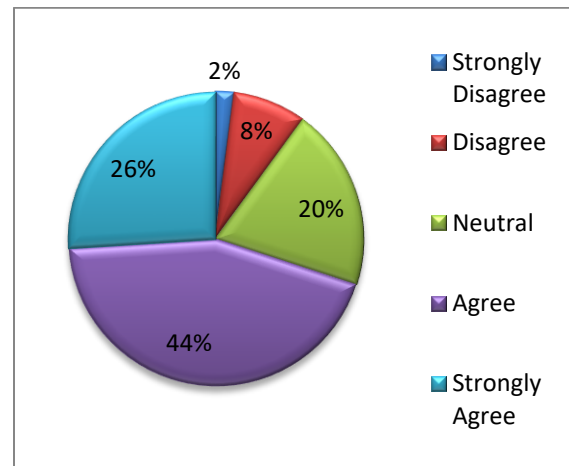
Graph 6 shows responses from a sample about social media creating awareness among students about new trends in technology. The results show that 44% strongly agreed, 49% agreed, 5%

remained neutral, 0% disagreed, and 2% strongly disagreed. Graph 7 illustrates the responses of the sampled individuals regarding students developing an intellectual understanding of new things using social media. In detail, 26% strongly agreed, 44% agreed, 20% remained neutral, 8% disagreed, and 2% strongly disagreed.

Graph 6:

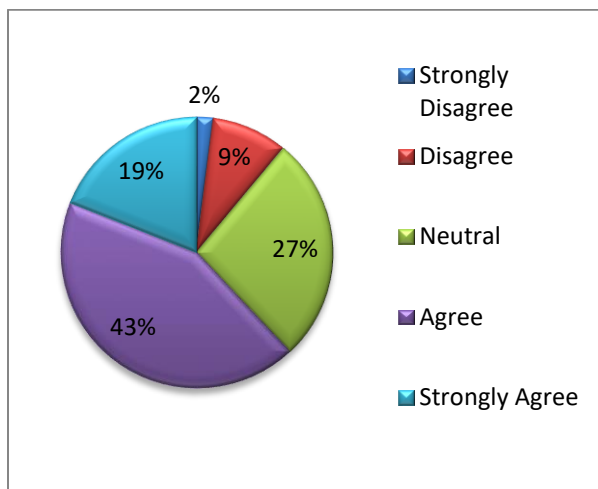


Graph 7:

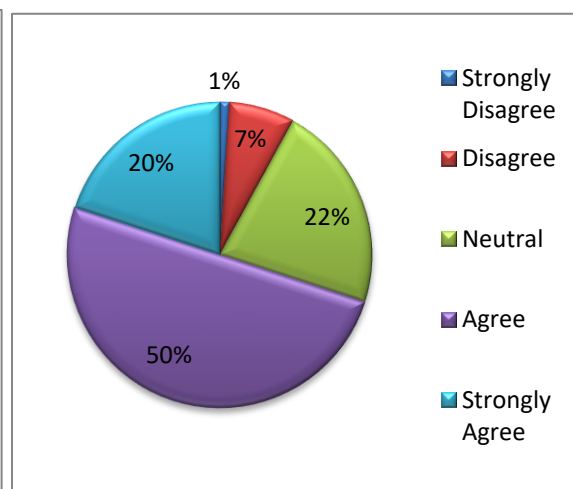


Graphs 8,9,10 and 11 explain that Social media is somehow affecting students' learning negatively, useless information creates confusion in the minds of students, unethical pictures and video clips create frustration in students and Social media is deteriorating the social norms in students.

Graph 8:



Graph 9:

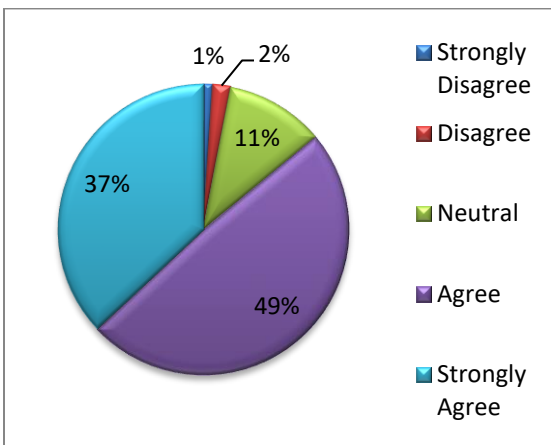


Graph 8 shows responses from a taken sample about social media somehow affecting students learning negatively. According to that 2% strongly agreed, 9% agreed, 27% remained neutral, 9% disagreed, and 2% strongly disagreed. Graph 9 shows responses of the taken sample about useless information that creates confusion in the minds of students using social media. According to the

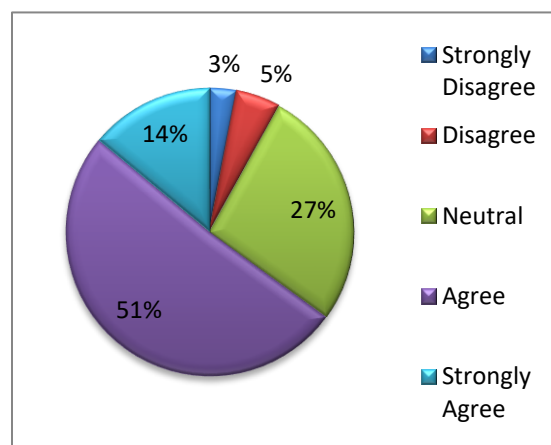
analysis, 1% strongly disagreed, 7% disagreed, 22% remained neutral, 50% agreed, and 20% strongly agreed.

Graph 10 shows responses of taken samples about Unethical pictures and video clips that create frustration in students using social media. As per the findings, 1% strongly disagreed, 2% disagreed, 11% remained neutral, 49% agreed, and 37% strongly agreed. Graph 11 shows responses of the taken sample about using social media deteriorating the social norms in students. The data reveals that 14% strongly agreed, 51% agreed, 27% remained neutral, 5% disagreed, and 3% strongly disagreed.

Graph 10:



Graph 11:



Studies show that more than 60% of subjects participating in the survey were in agreement that social media helps them in learning, finding new facts, and helps them in developing education skills. It states that social media was able to positively influence students' performance in academic performance of students as approximately 50% of respondents agreed that social media assisted them while they worked on their assignments and they could learn about discoveries through it. Almost 80% of respondents agreed that social media helps them to know about new trends in technology and helps them develop an intellectual understanding of new things. So, social media does help students improve their academic skills. On the other hand, it does have a few cons too. Approximately, 50% of subjects participating in the survey were in agreement that social media affects their learning negatively. 70% of subjects shared that while they use social media, useless information that pops up on the screen creates confusion in their minds. 75% agreed that unethical pictures and video clips create frustration and deteriorate social norms. So, social media both has its pros and cons, but overall statistics have proved that positive effects can eliminate the negative effects if social media is used with certain limitations.

Discussion

This study shows that social media is still a very useful tool in the field of education, even despite any possible negative effects. With so many sharing options, its arrival has completely changed how reading materials are distributed. This has taken away limitations from students by providing them with a wide range of literary resources that no mode of knowledge other than social media can provide.

Students can freely inquire and research their favorite topics which have been if not then at least one of the most notable benefits of social media. The pupils now have quick, easy, and regular access to study materials and other engaging resources that might not be available in their usual textbook and this is how social media has generated curiosity and amusement.

Social media has allowed students to explore and research facts and figures online since it provides them easy access to study material and even more relevant references that are not directly found in books. This has created an environment of curiosity and intrigue among students who now want to learn more than just what is available in the books. Social media has created a big difference because students are gathering more information outside the classrooms.

Researchers and instructors can easily share their study material, information, and examinations with a wide range of learners using a strong collaborative environment hosted by social media platforms. There are two major benefits of this: it helps students discover different visions and acquire modes of learning as per their interest which in the end improves understanding and collaboration. Social media provides a lot of opportunities to students to access a broad range of resources like professors' lectures, experts' opinion from diversified fields of knowledge which promotes their level of learning.

The students are now able to review many examples from their forerunners and as a result; enhance the quality of their presentations and tasks. In their daily routine, one has access to fresh ideas and standards shared on social media so student remains ahead in a competitive space. This is also important because it enables them get experts' suggestions since there are so many experts and advisors in differs areas. This further increases their ability to effortlessly access professionals and guides available in large numbers. For this particular reason, they are able to find out ways of learning that they like more than anything else acquire knowledge in a pleasant manner.

Now it is possible that professors and research supervisor are able to share more content online. They can explain concepts and study material in much more depth, they can easily get access to a large number of students. On the other hand, students can access course content through different instructors. They can obtain material related to their studies which console their thirst of knowledge according to their tastes. In recent times, students no longer need to rely solely on their professors for learning new things. Social media networking sites have allowed them to engage with professionals in those fields enabling them acquire a greater understanding of those areas.

Technological advancements in the realm of social networking have pawed the way for innovations since it has allowed students to think out of the box and understand the practical application of their studies. The creativity has sparked and students can connect theoretical concepts with practical applications to understand a broad range of domains. The students can now

gather information easily from any particular domain that interests them and apply those concepts in their study to create unique learning and interpretation abilities.

The theory of Uses and Gratification describes how people in general find it comforting to be active on social media since these activities can help them to in fulfilling certain needs and desires. This theory provides very relevant criteria and arguments for understanding interactions individuals make with the technologies around them. The experts have explored the theory by connecting media usage with individual factors. The main subject of this theory is to comprehend why people choose the networks they use and what purpose they serve for them. The main difference in this theory as compared to other theories whose studies explained media effects is that it describes that users have control over their media usage rather than describing their position as indifferent consumers of social media. It discovers how users look out for sources on social media to entertain, comfort, or connect with other people among other activities that fulfill similar goals or needs. Understanding the relationship between gratification provided by media and why it is used had a particular interest.

They can connect with other students and discuss more than their study material to entertain themselves and spend their time marelly. They can easily access material that helps them pursue their favorite hobbies with much more knowledge in their preferred domain. They can share their ideas and opinions openly which helps in knowledge sharing and the discovery of new concepts. The students can read new material on the latest innovations, discoveries, and events which helps them stay on track with trends and ahead of the competition.

The students are also able to learn new tools and technologies that help them stay ahead of the curve and uniquely present their knowledge. They can now take inspiration from experts in the practical field where the theoretical concepts are applied and use that as an inspiration to curate their assignments with unique knowledge about their domain. This has also helped students stay aware of industrial events and progress to keep track of possible future employment opportunities and prepare for them.

Although there is no denying that social media has positively influenced academics on a significant scale and would now change conventional teaching methods there is a dire need to shed light on its negative aspects which have a high potential to harm students' progress. The students themselves also felt this significant need to address these issues and thus it shows a lack of confidence in their control of social media usage.

This is why almost all the referenced researchers have also highlighted the need to help students better use their time on social media platforms. Like everything else that can help, social media can also have a negative influence on the progress of students in academic pursuits. This is why it has become an absolute necessity to limit social media usage to useful material and help in skill enhancement while avoiding sources that can mislead students into wasting their prestigious time.

The academic authorities and scholars have highlighted the importance of coaching students about using their free time on social media in a useful and harmless manner. Although social media has many benefits there is always a risk of students' academic performance being negatively impacted by it. It is very important to research, analyze, and explain the negative effects of social media technology as much as its positive effects on education for better understanding. This has now

become crucial since it can redirect students from the goals of their practical life which they can achieve by pursuing advanced and overwhelming academic endeavors.

This study also explains clearly why there is a dire need for proactive and effective measures to be taken so that students can develop responsible manners of using social media. These measures should focus on teaching students how they can acquire knowledgeable and educational material while simultaneously avoiding any distractions that can lead to a waste of time. It has been acknowledged by academic institutes that merely restricting access to social media is not going to be enough rather there should be guidance on how the use of social media should be directed towards educational resources so it will always have positive returns on advancements in academics.

The researchers have shed light on the importance of increasing literacy among students about social media networks. The increase in the amount of information on available platforms daily is happening at an uncountable rate which is why it is important to guide children on how to differentiate between harmful and useful material and choose educational and trustworthy resources. The guidance sessions should focus on instructing children about how to responsibly use social media and keeping a check on their screen time.

There have been quite a few possible negative effects discovered by the literature such as delay in sharing of information caused by the internet, unnecessary abundance of information, and possible cyberbullying by individuals on the internet. Once these challenges are analyzed and understood, it will become possible to reduce their effect by taking focused steps. It has become vital to address issues such as procrastination and information overload through efforts in guidance which can be handled by motivating students to adopt a balance between their online and offline objectives.

It has been analyzed as crucial to guide children about how using social media in too much excess can have possible dangers. The students should be made aware of how their emotional and educational well-being can be harmfully affected by uncontrolled and unaware use of social media. We need to instill a cautiousness of responsibility and help them in making the right decisions. This study highlights the importance of proactive measures that need to be taken strategically to teach students how they can take full control over their activities on social media rather than only restricting their usage. This makes this study carry on similar conclusions as analyzed by previous studies.

There is also a very high risk of usage of social media among students which relates to a decrease in creativity in students which can directly impact their educational performance. There is an abundance of information available on social media and it increases interest in learning over a complete life span. At the same time, there is this risk of outside resources becoming a regular dependency for the students. It is a fact that if students can access knowledge around the globe without doing hard work that might cause to damage their analytic, creative and critical thinking skills. There are several aspects related to dependency on external sources that may interfere with student's academic progress include self-made answers and personalized learning. There is the need to take steps to direct students towards balancing outside sources on social media with their critical thinking and also they should emphasize importance of proper use of resources.

We should also examine the widespread disinformation and data spreading in relation to critiquing social networking sites which affects students' analytic and creative skills. Thus, unrestricted data

sharing on social platforms can expose individuals to an overwhelming quantity of incorrect information. If this matter is not taken for consideration, then students may end up learning information. Such huge spreading false information might unnecessary impedes students' educational journey thus making it hard for them to remain consistent in the understanding and study. Therefore, only a multi-faceted approach can go long way in addressing or lessening such challenges by tackling them from different angles with a view of considering diverse issues and factors. This involves other things putting in place some materials meant for verifying information and fact. Tutoring students on how best they can read between lines when browsing through myriad pieces of information there is a need for developing responsible sharing culture among learners. Better management of social media platforms and the environment while reducing the risk of negative effects can be achieved more comfortably by students who have adopted critical thinking in their educational pursuits.

All the research done to analyze the influences of social media platforms on the performance of students in educational activities has revealed a complex landscape with constructive and harmful impacts. Notable positive impacts of social media are access to a broad range of educational resources, encouragement of creativity, and ease in teamwork by making it much more engaging than before. The students can face academic failure by falling into potential traps such as misinformation, distractions, and excessively relying on external sources. The advantages of social media should see a steady increase while its negative effects face a downward trend which requires a well-thought-out balanced planning. It can be made easier for students to divert past the possible risks of the social media world by the implementation of carefully considered and analyzed teaching strategies. Some examples of this can be teaching them techniques to effectively use social media, improve management of their time, and enhance their critical thinking abilities. If social media is considered an additional learning resource rather than a replacement for the current educational setup then it can create an even more encouraging academic experience. Social media be used effectively and positively while simultaneously keeping a firm grip over their studies if the students approach it with a purposeful and cautious mindset.

CONCLUSION

In conclusion, this study has explained the significant effects of social media on students' achieving their educational goals and maintaining a steady performance. The students are now much better equipped to develop their academic abilities and explore new advancements, trends, and technology which is playing a vital role in enhancing their learning experience and making it more engaging. But at the same time, students can be distracted and misinformed due to unethical and misleading content available abundantly on social media platforms. That is why it is advised that the students improve their ability to filter and focus on useful material and avoid any pointless material to boost their productivity and reduce distractions.

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