**Abstract**

**Title of Article:**  Impact of Social Media on the Academic performances of Advanced Level Students.

The research strives to understand the impact of social media engagement its impact on the Advance Level student’s examination performance. It is an established fact that Social Media has positive and negative impact on its youngsters. Scholars are of the view that as much as there are positive factors there are also negative effects on youth. But social media is here to stay and will be a main stream communication channel of the mankind.

The researcher reviewed the literature with authoritative sources literature from journal articles to understand how Social Media impacts education of the youth and to determine over use of social media has an impact on students academic grades particular that of Advance Level Students. The researcher used Mixed Method Approach of Data Collection, Quantitative and qualitative information collection was undertaken. Data was collected from three groups the advance level students of Sri Lanka from Kurunegala District from Public government schools and private school children. Parents of such student participated in a face to face interview to collect rich information. Furthermore a focus group discussion was carried out to collect information from Principals, vice Principals and sectional heads of 15 schools in the Kurunegala District  to test if there is a negative or positive impact on the advance level students examination results if they indulge  in social media engagement and networking. With the objective understanding if Social Media has a impact of examination performance on advance level students.

Stringent standards of Wolverhampton University Business School was adhered in ethical standards in data collect for this study.