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I-CReST 2025: 030-010 – The Impact of Self-Awareness on Positive Thinking, Communication, and Achievement in University Students: The Mediating Role of Social Networking Sites

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ABSTRACT

This study examines the influence of self-awareness on positive thinking, communication skills, and academic achievement, with social networking sites (SNS) as a potential mediator. Given the growing role of digital platforms in education and socialization, understanding how self-awareness interacts with SNS usage is crucial. A quantitative cross-sectional survey was conducted among Malaysian university students, utilizing validated self-report questionnaires. Data were analyzed using Structural Equation Modeling (SEM) to test direct and mediating effects. The findings indicate that self-awareness significantly enhances positive thinking, communication, and academic performance, while SNS has a dual role positively reinforcing optimism but negatively mediating academic success. The study highlights the importance of digital self- regulation strategies and suggests educational interventions to enhance self-awareness for better academic and social outcomes.

Keywords: Self-awareness; Social networking sites; Positive thinking; Communication; Academic achievement; Digital behavior