



**UNIVERSIDAD ANDINA DEL CUSCO**  
**ESCUELA DE POSGRADO**  
**MAESTRÍA EN DOCENCIA UNIVERSITARIA**



**TESIS**

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**INFLUENCIA DE LAS REDES SOCIALES EN EL RENDIMIENTO  
ACADÉMICO DE LOS ESTUDIANTES DEL CENTRO  
PREUNIVERSITARIO CPCPI DE LA UNIVERSIDAD ANDINA DEL  
CUSCO, 2020**

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**Para optar el grado académico de maestro en  
Docencia Universitaria**

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**CUSCO – PERÚ**

**2022**



## RESUMEN

El uso de las redes sociales, sin lugar a duda en la actualidad forma parte de nuestros hábitos continuos en el comportamiento humano, en tal sentido el presente estudio tuvo la finalidad el de determinar el grado de influencia de las redes sociales en el rendimiento académico de los estudiantes de centro preuniversitario CPCPI de la Universidad Andina del Cusco, 2020. La población de investigación estuvo conformada por 475 estudiantes, se obtuvo el muestreo de manera no probabilística intencional 362. Llegando a la conclusión que existe influencia significativa entre ambas variables de estudio.

**Palabras claves:** Redes sociales, rendimiento académico, estudiantes, universidad, influencia.



## ABSTRACT

The objective of this research is to determine the degree of influence of social networks on the academic performance of students from the CPCPI pre-university center of the Andean University of Cusco, 2020, the present research The present study aims to analyze the influence of the social networks in the academic performance of the students of the CPCPI pre-university center of the Andean University of Cusco. This research has the correlational, since it is about establishing the degree of influence of social networks on the academic performance of students from the CPCPI pre-university center of the Universidad Andina Del Cusco, 2020. The research population was made up of 6,399 students, the sampling was obtained in a random probability 362. Concluding the type of use that students give to social networks is personal, especially psychological dependence in 45.0% since the reason is to be connected with friends talking, sharing photos, videos, links of interest, and it is personal in 32.0% where they share information and tasks, which shows that social networks are being misused since it demands time and distracts issues students by neglecting their preparation activities.

**Keywords: Social networks, academic performance, students, university, influence.**