

# Social Media Use and Its Effects to the Values of Tertiary School Students in Cagayan Valley, Philippines for Education Program Development

Jinky Marie T. Chua\* and Jennifer L. Luyun

Cagayan State University, Tuguegarao, Cagayan, Philippines

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\*Corresponding author: Jinky Marie T. Chua

## Abstract

In today's generation, a gadget becomes an indispensable companion that becomes our means in achieving the goal. This study determined the use and effects of social media to the values of tertiary school students, which can be used as a basis for the development of an educational program. A descriptive approach was used wherein the respondents were 80 students of Cagayan State University. A questionnaire was used as a guide which covers the demographic profile, favorite networking sites, effects, and benefits they obtain from using social media. In general, it is found that the benefits and effects of social media are significantly related to the values of young adults. Facebook/Messenger, Twitter, and Instagram are the top three social media sites used by the students. Majority of the student respondents strongly agreed that their day is not complete if they do not open their social media accounts, but overall social media has an excellent effect on the students. In terms of benefits they get from social media, it garnered a 4.252 over-all mean, which implies that most of the respondents obtain excellent benefits from using social media. As to the values of young adults, there is a significant impact on the students, especially in academic purposes and real-life lessons. It is therefore recommended that students should be introduced to sites that can add values to their academic work and research.

**Keywords:** Social Media; Effects; Benefits; Values; Descriptive; Philippines.

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## INTRODUCTION

The advancement of Science and Technology can mirror the progress of human civilization. The advancement in this field includes rapid development of cutting-edge technologies that range from hardware devices, software, and various applications ultimately, the goal of all of these is to provide a good life to its users; getting things done the fastest, most accurate and efficient way possible. In today's generation, a gadget becomes an indispensable companion that becomes our means in achieving the goal as mentioned earlier. There are lots of versions and variations of these gadgets which are now available in the market. One of the features of a gadget which make it more appealing to the public is its feature allowing the user to stay connected on the internet. The target market of these gadgets is mostly students since this technology for youngsters serves as their playmates too.

Internet, indeed, has been part of a child's life in today's generation. In the 2012 survey conducted by Cartoon Network, the Philippines made it on top among the kids that use technology or gadgets most in Asia-

Pacific. The internet offers countless applications, such as gaming, search engines, and the phenomenal Social Media, which anyone can easily access on the internet for free. It gives young people a new way to interact with each other and communicate with the world. Social media networking became popular between 2004 and 2006 after Facebook and Myspace were created. As we know, the new social media include internet websites such as Myspace, Facebook, Twitter, Flickr, and other social networking or social media, and sharing sites, as well as blogs, video games, virtual worlds, mobile telephones, text messaging devices, and Global Positioning System (GPS) devices. It includes blogs (political Blog), networks (Facebook, Twitter), video sharing (YouTube), audio sharing (Podcast), mobile sites (2go), image or picture sharing (flicker). It can improve the participation because of the textual and audiovisual characteristic appeal, the openness, conversation nature, and connectedness [1]. They have helped many people feel as if they belong to a community and make a connection not only on campus but with friends outside of school. Due to the increased

popularity of social networking media, economists and professors are requesting the clientele to go to different websites for efficient paper works ignoring how much time spent on these different sites [2]. The surging popularity of social media can be attributed to the fact that through it anyone online is empowered by an unrestricted flow of information that can be added to their knowledge bank, allow people to connect with, relate to, mobilize for a cause, seek advice and offer guidance, create web pages for online advertisement and selling. It has removed communication barriers and created a decentralized communication channel and open the door for all to have a voice and participate, including people in repressive countries. This media outlet accommodates a wide variety of spontaneous, formal, informal, scholarly, and unscholarly writings to flourish. It enables common interest-based groups such as students to work in a collaborative group project outside of their class. It fosters creativity and collaboration with a wide range of commentators on several issues such as education, the economy, politics, race, health, and relationships [3]. In today's world, it is undeniable that social media plays a vital role in impacting our culture, our economy, and our overall view of the world.

Social networking media is about sharing or communicating with other people. It has spread its wings to various other fields, and education is one of the new sectors where the concept of social media is making a significant role. They are communication channels or tools used to store, aggregate, share, discuss, or deliver information with friends and colleagues using the internet [4]. They involve the use of web-based technologies to transform one-way communication into an interactive online dialogue [5]. It is a creation and exchange of user-made content. At school or in any office, social media used by students and teachers to share original content the articles or the publications. Students, in particular, use it and provide an opportunity to seek to questions they may have related to their course. Thus, the use of social media has extended throughout the community [6].

In a conservative country like the Philippines, there are still many assumptions from parents that Social Media has adverse effects on student's academic performance. On the other hand, some parents allow their children to be exposed to Social Media because they believed it would help their children be more alert, smart, and excel in school [7]. The American Psychological Association classified the overuse of internet services as an addiction. Even though Facebook is used to connect with people and improve the social life of students, it was also noticed that excessive Facebook usage bring harmful consequences. Furthermore, observations showed that many students have been blaming various social networking for it affects their study habits, and the steady decrease in their grade point averages adversely. Moreover, studies

have shown the paradoxical effects of social media usage on the big five personality traits, which include extraversion, agreeableness, conscientiousness, neuroticism, and openness. This emergent phenomenon has aroused the researchers to look into social media use and its effects on the values of young adults. Results of this study will serve as a basis for the Universities and government for fund allotment in order to implement programs and training along social media literacy education to delineate the fine line between opportunity and risk of online social networking.

## **MATERIALS AND METHODS**

### **Research Design**

The study made use of descriptive research design and inferential statistics to answer the questions concerning significance.

### **Locale and Duration of the Study**

This study conducted within the vicinity the Andrews campus of Cagayan State University for assessment and gathering data. It was performed from February until May 2017.

### **Respondents**

There were 80 student respondents in this study. The minimum size was determined through single proportion which was randomly selected from each college of the Andrews Campus.

### **Sampling Technique**

Convenience sampling was used, and the respondents were chosen based on their following inclusion criteria: those who were present and were willing to participate during the actual survey and are students of Cagayan State University. The respondents are informed about the general objectives of the research and were guided that not writing their names in the questionnaire is optimal in order to ensure the confidentiality of the information provided.

### **Instrumentation**

The researchers used a developed and validated questionnaire in this study. Prior to its administration, a draft of the questionnaire was pre-tested.

### **Data analysis**

Descriptive statistics, such as means and frequency, were used in the analysis.

## **RESULTS AND DISCUSSION**

As can be seen in Table-1, the majority of the student respondents belong to 20-21 years of age, representing 56% of them while 44 % are 18-19 years of age. This implies that all of the student's respondents are graduating students in college. According to Lenhart et al. [8], about 57% of social network users are 18-29 years old and have a personal profile on multiple social media websites. In a study by Pempek,

Yermolayeva, and Calvert [9], the amount of time spent daily on social network sites varied greatly. However, an analysis of the data indicated most participants spent approximately thirty minutes a day socializing, mostly during the evening hours between 9 pm to 12 have

students spent an average of forty-seven minutes a day on Facebook. More than 50% of college students went on social networking sites several times a day and found that 82% of college students reported logging into Facebook several times a day [10, 11].

**Table-1: Age of the respondents**

AGE		
Age	Frequency	Percentage
18-19 years old	22	44%
20- 21 years old	28	56%
Total	50	100

As gleaned in Table-2, most of the student respondents are female, representing 62%. Since 2001, male versus female access to the internet has reached parity [12]. The data regarding relational use of online technologies is especially interesting. The 2000 Pew Internet and American Life project reported that women use the internet to maintain relationships more than men. Among 713 college students in a study conducted by Tufekci [13], women were four to five times more likely than men to use social networking websites. Women report more Facebook “friends” than men and report spending more time on Facebook than men, regardless of the size of their networks [14]. Another recent survey of college student documented no differences between male versus female reports of the

amount of time spent online communicating with romantic partners and women and men spend equal time playing online games [15-16].

The 10th GVV User Survey also found that females use the internet for education, communication, and obtaining "personal information" more than do males. Ironically, the fact that the internet's communication capabilities seem especially appealing to women is consistent with earlier research indicating that women have more favorable attitudes toward email and computer-mediated communication than do men and are even more likely than men to use the internet for interpersonal communication with friends/ family, and coworkers.

**Table-2: Sex of the respondents.**

SEX		
Sex	Frequency	Percentage
<b>MALE</b>	19	38%
<b>FEMALE</b>	31	62%
<b>Total</b>	50	100

As gleaned in Table-3, most of the students have a Facebook and Messenger account followed by Twitter and Instagram ranked as second and third, respectively. This implies that all respondents are active in using social media accounts. Most students used Facebook and Messenger because, through these interactions, students can share ideas, acquire information, and also be exposed to many opportunities out there. It gives them the opportunity to make new friends and also allow them to maintain their old friends. They can trace their former friends by simply typing their names or just indicating the school they attended. However, too much use of Facebook and Messenger also leads to addiction. Society today is full of people seating next to each other, not talking but just staring at their phones. When they wake up, the first

thing they check is their Facebook and Messenger accounts. Before they go to sleep the last thing, they check updates. The use of Facebook and Messenger can also lead to uncontrollable obsession and cyberbullying.

Twitter is one of the social mediums that promote social connection among students globally. It enhances communication building; critical thinking and sharing of knowledge worldwide. Junco, Heiberger, and Loken [17] completed a study of 132 students to examine the link between students' engagement in social media and grades. They divided the students into groups; one used Twitter, and others did not. They found that students in the Twitter group have higher GPAS and more excellent engagement scores than the control group.

**Table-3: Favorite Networking Site**

Social Networking Site	Frequency	Rank
Twitter	48	2
Instagram	47	3
SnapChat	12	4
Facebook and Messenger	50	1
Whatsapp	4	5
Pinterest	2	6

In terms on the effects of social media to the values of young adults, majority of the student respondents strongly agreed that their day was not complete if they cannot open their social media accounts (4.28); most of them agreed that they got different lessons from the different stories on social media that were posted and shared by their social media friend which serves as my guide lessons in their life (3.86); however, they were depressed and had an anxiety whenever they were bullied and bashed by other persons (3.56); and they finish first their school requirements or assignments before they use social media. Students disagreed that they compare themselves to their social media friends, especially when they buy new gadgets and accessories (1.84). Overall, in terms effects of social media to the values of young adults, it garnered a 3.46 over-all mean, which implies that social media has an excellent effect on the students.

According to Jacobsen and Forste [18], media had a negative effect on grades, about two-thirds of the students use media while doing homework, or in class, which had terrible impact on their grades. Kalpidou,

Costin, and Morris [19] stated that there was a relationship between social media and grades, they described in their study that those students who had low grades spent their time on social media. Students faced challenges arising from their frequent use of social media, which included the need to attend to messages immediately, the exposure to false or unregulated information or media contents, mobile connectivity and addictive-like behaviors which disturbed their studies. Oppositely, according to Waddington [20], adolescent thought social media as the component of their culture; not a craze. It could enhance their ability, and they used it as an educational tool. All the studies discussed above show that social media have different effects on different people. Literature that supports the use of Social media report that social media encourages effective communication offering real-time messaging, empowerment, sense of belongingness and sociability, enjoyment, quick information-sharing and cost benefits [21-24] A growing body of recent literature has examined the use of social media among college students [25-29], there still remains a dearth of research on the impact of social media on social outcomes among university students [30, 31].

**Table-4: Effects of Social Media to the values of young adults**

<b>Effects of Social Media to the values of young adults</b>	<b>Weighted mean</b>	<b>Description</b>
My day was not complete if I cannot open my social media accounts.	4.28	Strongly Agree
I compare myself to my social friends, especially when they buy new gadgets, accessories and etc.	1.84	Disagree
I got different lessons from the different stories on Social Media that was posted and shared by my Social Media friend, which serves as my guide lessons in my life.	3.86	Agree
It was depressed and has an anxiety whenever I was bullied and bashed by other persons.	3.56	Agree
I finished first my school requirements/ assignments before I will used social media.	3.78	Agree
Mean Average	3.46	Agree

Most of the students strongly agree that social media allows them to express and it serves as a creative outlet to express themselves, share their artworks and share their stand on specific topic (4.23); they feel connected to their families and relatives even if they work overseas (4.45); most agreed that social media is an internet platform where they can read, view and see different issues around the world (4.58). Majority of the students agreed that through the use of social media, it is easier and faster to interact with peers or teachers about class-topics (3.98) and through the use of social media, they can provide and compile useful content of research (4.02). Generally, in terms of benefits, they obtain from social media, it garnered a 4.252 over-all mean, which implies that most of the respondents obtain good benefits from using social media.

Social media users create, share and/or exchange information and ideas in virtual communities and they are able to network with other members who share similar or common interest, dreams and goals [32]. It helps users to remain in touch with others and

facilitates communication among college students when they express themselves by posting status updates, links, videos and photos. It also allows them to follow others' online presence by keeping track of regular updates about their family, friends, classmates, and acquaintances [33].

As could be expected, researchers began to examine what motivates young people to join social media sites. The following are some of the motivations for using social media. First, students use social media to share information, discuss study material or topics, and network to complete homework assignments or term projects. Social media also provides convenient ways of peer-to-peer exchange of knowledge and collaboration [34]. Second, it could be expected that students would actively participate in social media to experience connectedness and happiness [35]. Therefore, college students with lower levels of life satisfaction could seek to participate in online networks to increase their personal well-being [36]. Third, students spend time on social media to keep in touch

with old friends and to strengthen bonds with colleagues. By using social media, individuals seek to

maintain and increase their social networks [37].

**Table-5: Benefits they obtain from using social media**

Benefits they obtain from using social media	Weighted mean	Description
Social media allows me to express, and it serves as a creative outlet to express myself, share my artworks, and share my stand on a specific topic.	4.23	Strongly Agree
I feel I stay and connected to my families and relatives even they are OFW.	4.45	Strongly Agree
Social media is an internet platform where I can read, view, and see different issues around the world.	4.58	Strongly Agree
Through the use of social media, it is easier and faster to interact with peers or teachers about class-topics.	3.98	Agree
Through the use of social media, I can provide and compile useful content of research.	4.02	Agree
Mean Average	4.252	Strongly Agree

## CONCLUSION

Overall, this study provides information on the effects and benefits of social media use to tertiary students. Majority of the students are female, and they belong to 20-21 years old. Facebook/Messenger, Twitter, and Instagram are the top three social media sites used by the students. As the researchers analyze the effects and benefits of Social Media to the values of young adults, there is a significant impact on the students, especially in academic purposes and real-life lessons. Based on the findings, students should be encouraged to either use it to supplement their research in the library rather than the usual chatting with friends all the time.

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