

ABSTRACT

CU, LOURDES AURORA N. 2013. Mariners' Polytechnic Colleges,
Panganiban Drive, Naga City. "PROFILING OF MPC GRADUATING
STUDENTS ON SOCIAL NETWORKING SITES (SNS) UTILIZATION".

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The research primarily determined the profile of the graduating students on their use of Social Networking Sites (SNS). Specifically, it aimed to: 1.) Determine the profile of respondents along course, age, SNS frequently visited, frequency of using, number of hours per use and number of friends in the SNS; 2.) Determine the reasons for using the SNS; 3.) The advantage and disadvantages of using SNS; 4.) What is the most used SNS among the respondents across courses?

Data were gathered through a self-made questionnaire. Sixty graduating students of MPC were randomly selected and were made the sample of the study.

Findings showed that 1.) Majority of the randomly picked graduating students were taking up BS Hotel and Restaurant Management with 50% respondents, followed by BS Tourism with 18%, BS Hospitality Management with 13% and BS in Customs Administration and BA in Communication with 7% each. As to sex, 33 or 55% were female and the rest were male. Majority of them were 21 years old with 51.7% of the 60 respondents. Along the SNS frequently visited, all of the respondents or 60 respondents used Facebook and Twitter and Instagram with 57 users. In terms of frequency of SNS usage, 33 respondents or 55% visited the SNS 4-7 days per week, while 20 respondents or 33.3% for 2-3 days per week. For the average time spent by the respondents per visit, majority of the respondents or 38.4% answered that they are spending at least 1 - 2 hours per day when they visit SNS. However, only 10% of them answered that they spend less than hour in visiting SNS. As to number of online friends, only 3 out of 60 respondents answered that they have 900 to over 1000 friends in their SNS accounts, 2.) All of the 60 respondents used SNS to research about certain topics (rank 1), 58 respondents used SNS to keep in touch with friends (rank 2) and 55 respondents used SNS to keep in touch with family and to complete some academic requirements (rank 3). For the advantages, the respondents signified that SNS is beneficial in

communication (60 or 100%), followed by useful in searching for employment (57 or 95%), 3.) For the disadvantages, the data show that 48 or 80% of the respondents answered less time spent for family bonding/socializing with friends, and 4.) Across all courses, Facebook and Twitter ranked 1st as the most used SNS. Instagram ranked 2nd.

The following conclusions were derived from the findings of the study: 1.) There were more female respondents and majority was 21 years old. Most respondents use SNS for 1-2 hours a day and 4-7 days a week. More respondents had 900 to over 1000 online friends. Frequently visited were Facebook, Twitter, and Instagram. 2.) The social networking sites help the respondents to develop a strong interpersonal relationship with their family and friends and as a source of information in topics they need to research. 3.) The main advantage of SNS to the respondents was they find SNS beneficial in communicating also in searching for career opportunities. Less time for family and socializing with friends emerged as the worst disadvantage of SNS to the respondents, and 4.) The respondent's value interpersonal and social relationship as manifested in their use of Facebook, Twitter and Instagram.

This study recommends a further research to be conducted on the influence of SNS on the students' academic performance and/or attitudes. This research should be done with a large amount of students and encompass many different grade levels. In addition to surveying students about how this technology profile students on their SNS usage, much more importance should be focused on how these sites impact their relationships with other students. Social networking causes more social and behavioral problems than academic problems and should be addressed. Though students tend to spend a lot of time on these sites, what is more important than this is what type of behavior these students engage in. Qualitative research should be done to find out how this communication affects students and their relationship with peers.