

ABSTRACT

Porto, Rubilyn B., Opiana, Darwin S., and Capua, Jonna Ann V. 2014. Mariners' Polytechnic Colleges, Panganiban Drive, Naga City. THE EFFECT OF SOCIAL NETWORKING SITES TO THE SENIORS STUDENT OF CARARAYAN NATIONAL HIGH SCHOOL.

Keywords: SOCIAL NETWORKING SITES (SNS), Effects of SNS

The study aimed to determine the effects of effects of SNS along studies, lifestyle, and interpersonal relationships of the students in Cararayan National High School. Specifically, it answered the following questions: (1)What is the media profile of respondents along: Age, Sex, Allowance per day ,what are the common website they usually visit, frequency of using SNS , frequently visited, money spent in using SNS and where they use internet. And 2) What are the reasons for using SNS?

This study used the descriptive research design and had 80 randomly selected senior students of Cararayan National High School as the respondents. It used survey questionnaires to generate the data which were tabulated, interpreted, and analysed using descriptive statistics.

The major findings were:(1) Majority of the respondents belonged to the age group 14 - 15 years old with 41 or 51.25% while 32 or 40% belonged to the age bracket of 16-17 years old and the least at 2 or 2.5% were within 20-21 years old. As to sex, 45 or 56% of them were female and the rest were male. Along the allowance per day, 37 or 46,25% had P10-25.00 while 33 or 41.50% had a daily allowance of P26-45.00 the least was P50.00 and above with 10 or 12.25%. In terms of money spent in using internet, majority of the respondents spent only the amount of P15-30.00 per internet use with 65 or 81.25% while 7 respondents answered over P45.00. For the frequency of using SNS, 34 or 42.5% of the 80 respondents visit SNS twice a week while 6 respondents or 7.5% answered every day. In terms of the average time spent by the respondents in using SNS, majority of the respondents at 52 or 68% at least 1 hour and a minimal number of 2 or 2.5% spent 4-5hours per use. As to the place where the respondents use SNS, the majority of the respondents or 74 answered they use internet in the computer shop while 4 respondents answered at the mall. As to SNS frequency visited, majority of the respondents answered that they preferred to visit Google with 66 respondents and followed by Facebook with 53 respondent then You Tube and Twitter that have same rank with

4 respondents user. 2.) Of the 80 respondents, 68 respondents used SNS to make project/assignments at rank 1 while 17 respondents visited SNS to keep in touch with family/relatives at rank 5. 3.) For the effects of SNS, data show that to expand knowledge on study was ranked first with a weighted mean of 3.48 interpreted as high effect. This was followed closely at rank 2 which is it gives more information at 3.47. The least among the given choices was it helps to improve skills in studying with a mean of 3.02 interpreted as moderate effect. For lifestyle, SNS affects the respondents in their daily lives. Knowledge on some tips on healthy living was in the first rank with a weighted mean of 2.78. This was followed by to develop fashion style with 2.66. The least was to learn many things on healthy food with 2.6. All of which were interpreted with moderate effect.

Along interpersonal relationships, respondents improve their relationship with family/relatives and friends was ranked first with a weighted mean of 3.02. This was followed by classmate with the weighted mean of 3.0 while boyfriend/girlfriend was the least or 2.21 interpreted as moderate effect.

The study concludes: 1.) There were more female respondents and majority were 14 to 15 years old. Most of the respondents had an allowance of 10 to 15.00 a day. They use internet twice a week for at least 1 hour and majority of them use internet at the computer shop. Frequently visited were Google, Facebook, YouTube and Twitter. The least was Instagram. 2.) The SNS helps the respondents to get information about their research, assignments and projects and as well as to develop their interpersonal relationships with their family and also to get away from boredom. 3.) Among the studies, lifestyle, and interpersonal relationships, SNS had high effect on their studies and had moderate effect on their lifestyle and interpersonal relationship.