

Abstract

Caballero, Karla T. 2012. "The Effects of Social Networking Sites to the Development of Students". Mariners' Polytechnic College, Panganiban Drive, Naga City.

Keyword: Effects of SNS

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The study determined to answer the following questions: 1. What are the social networking sites availed by the college students? 2. What are the factors that influence the student to use the social network site? 3. What are the effects of social networking sites to students' development along: a) social aspect; b) educational aspect; c) moral aspect; d) economics aspect?

The study was a descriptive research were 100 student-respondents were randomly selected from the different schools and different year levels.

The findings were: Facebook was the most common social networking site availed and used by college students with a weighted mean of 3.62 and with a qualitative description of Highly Availed, followed by twitter with a weighted mean of 2.29 tumblr with a weighted mean 2.04 and myspace with a weighted mean of 1.85 with a qualitative descriptive of Fairly Availed. On the contrary, the used of LinkedIn got the lowest rank with a weighted mean of 1.43 with a qualitative descriptive of not availed. It was noted that the most influential factor with the use of social networking sites was it served as a time filler and boredom killer with a weighted mean of 3.39 and a qualitative description of High Influence and in the lowest rank was it served as a camera with a weighted mean of 2.70 and a qualitative description of Moderate influence. The average mean was 3.12 with a qualitative description of moderate influence. Based on the tallied data along social aspect, students can easily communicate with their old friends as well as with their classmates and professors got the highest rank with a weighted mean of 3.55 with a qualitative description of Highly Contributed, while students can locate their classmates and other people related to them by their status updates, students

will be updated in terms of fashion styles and new trends and students feel popular by trying to add as many friends as possible got the same qualitative description of Moderately contributed and students can join contests by just clicking their accounts got the lowest rank with a weighted mean of 2.20 and a qualitative description of Fairly Contributed. The average weighted mean was 2.89.

In terms of the effects of social networking sites along educational aspect, it was found out that students can discuss and research with the use of social networking sites got the weighted mean of 3.40 and a qualitative description of highly contributed. The average weighted mean was 2.87. The result along moral aspect, student can be a cybercrime victim if they are not responsible enough in his or her own doing got the highest rank with a weighted mean of 3.36 with a qualitative description of highly contributed and the lowest rank is that students develop empathy or understanding on other people's feeling with a weighted mean of 3.02 and a qualitative description of moderately contributed. The average weighted mean was 3.15. along economics aspect, respondents agreed that they can gather information related to school matters using online inquiry got the first rank with a weighted mean of 3.16 with a qualitative description of moderately contributed. The average weighted mean was 2.19.

The study concludes that it was noteworthy that facebook was the most common social networking site availed by college students. It reflects that technology brought great change in human life. It indicates that there are several factors that can influence students using SNS. Internet is second source of entertainment which provides higher value of experience compared to others.