

Social Media and its Impact: A Case Study in Agroforestry Students of Surigao State College of Technology (SSCT) – Mainit Campus, Philippines

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Abstract:- Social media makes the world a global communication to connect for their love ones, clienteles, partners, stakeholders, constituents. Social Media plays a vital role in providing positive and negative effect to the lifestyle of every Agroforestry students. Using Clustered Chart data gathered were analyzed wherein results depicts that social media have common effect in their studies.

Keyword:- Social Media, Effect Of Social Media, Students' Lifestyle.

I. INTRODUCTION

Nowadays, social media has made an enormous impact to everyone's lifestyle. Social Media is a collection of an application such as Facebook, Instagram, Twitter, YouTube and even websites that will help to each of individuals to share some information, getting some information, asking information and to be aware to the situation that what are the Philippines dealing with. Philippines got improve by the help of technologies and social media for the industries and businesses to be known. The access of social media nowadays is already everywhere around the world which they can also communicate with their love ones and to create friendship in different places, sharing interests and non-interests in a particular thing, and even interchange knowledge of individual's cultures. Social media influence adolescent's life and students use social media for learning purposes, entertainment and innovation. Social media are online technology platforms that help to connect people together far and near. It is used to build relationship among people. The use of social media in students helps to have access to basic information as quick as possible. In school, the use of online platforms such as school website will give students the right access to quality information about the school environment, departments, faculties, rules, and regulations. It has been observed that social media has a wider and faster means of circulating information not only to the students of an institution but also to the generality of the public. It is also said that social media may check New Updates, Networking, Experience

Global Exposure and Employment Opportunities (Duggan, Ellison, Lampe, Lenhart & Madden, 2015); Perrin, A. (2015); Greenwood, Perrin & Duggan, 2016); Kietzmann, Hermkens, McCarthy & Silvestre, 2011).

Objectively, this study are traces following: the negative effects of social media on students; the impact does social media have on students; and the effects of social media on students Surigao State College of Technology (SSCT) - Mainit campus, Philippines. Thus, hypothetically researchers observed students in Agroforestry on how social media affect the their lives, its significance to students' school activities in particular to their tasks provided by their teachers, this traces either social media help them or on the other way hindered their studies to coma early in school and attributed in becoming lazy. So, the researcher conducted an interview using a questionnaire to trace the importance of social media on how it affects to the life of the students, by then an evidence proved this study is accurate.

II. MATERIALS AND METHOD

Gathering of data were implied thru these questions:

- Does social media affects your studies?
- Does social media help to your studies?
- Which application/website did you mostly use?
- How long you spend in social media?

In this study, the researchers selected 30 students in Agroforestry department of SSCT-Mainit Campus then interviewed, tallied the data. Clustered Charts or figures are used to clearly identify the frequencies of the users among the application e.g. Facebook, Instagram, Twitter, YouTube and websites

III. RESULTS AND DISCUSSIONS

Each figures indicated the number of users of social media according to the students' responses on the following questions stipulated thereby (see questions and charts below).

➤ *Does social media affects your studies?*



Fig 1:- Students' frequencies, if social media impacted their studies

In Figure 1, results showed that out of 30 Agroforestry students, there were 25 students or 83.33% agreed that social media affected their studies. This evidently explained that based on data that majority agreed upon that social media affected their studies.

➤ *Does social media help to your studies?*

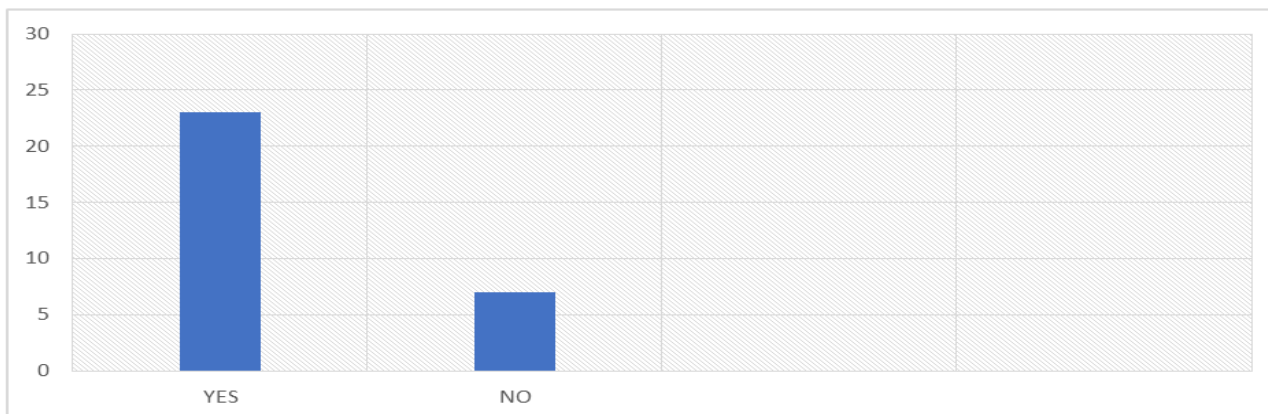


Fig 2:- Students' frequencies, declarant that social media assisted their studies

Figure 2, showcase answers that indicates favorable results hence, out of 30 there are 23 students of Agroforestry agreed that social media assisted their studies for gathering information that need to the school activities and assignment.

➤ *Which application/website did you mostly use?*

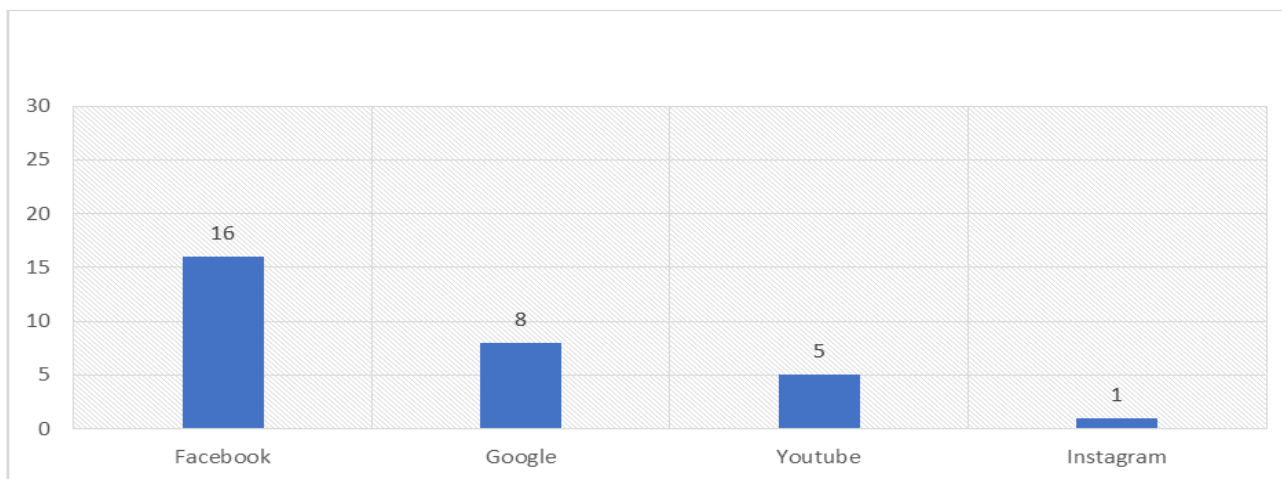


Fig 3:- Students' frequencies on users of Facebook, Google, YouTube and Instagram.

Based on data it is elaborated that Facebook has the highest number of users in a ratio of 16:8:5:1 which was respectively arranged based on figure 3.

➤ *How long do you spend in social media?*

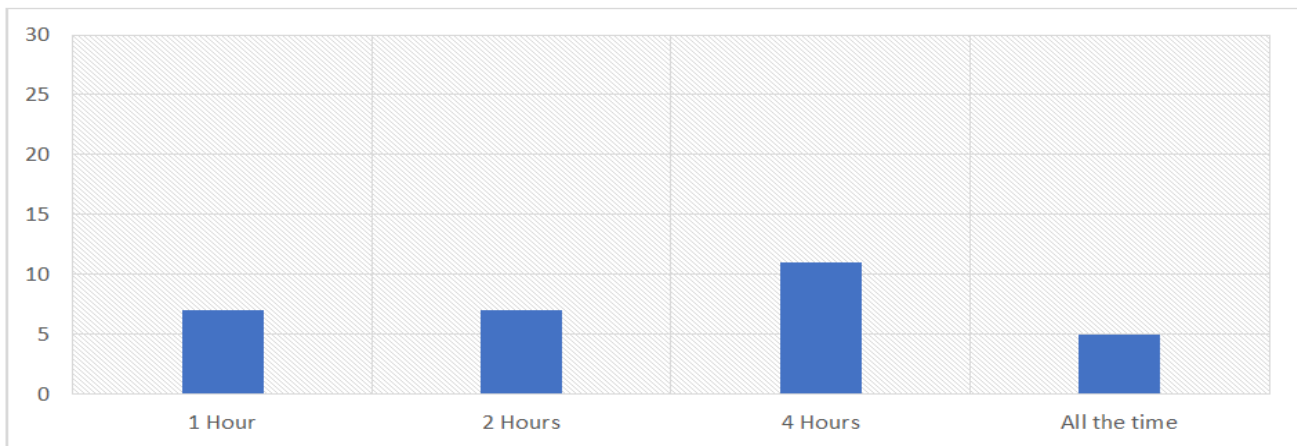


Fig 4:- Students' number of hour spent per day

In hourly bases study revealed that there were 12 students used social media at least four-hours a day, 7 students declared to spent two-hours per day, 6 students declared that they spent at least two-hours in a day and 5 students declared that they extended to used social media at all times .

IV. CONCLUSION

The result shows that 88.33% of students using social media were greatly affected, hence, those students spent more of their time in socializing by using the application of social media, entertainment and games that tended them with a sleepless nights and letting other tasks/activities to be delayed. Study depicts that social media cause's health problem, disorder in the body such as headache, eye blur, and brain cancer and body pain. However, 40% of them still used social media purposive to enhance their knowledge, tactics by watching videos and gather some data in different kind of research. These students believed that social media grounds to be addictive though for reasons this also manage their time and helped their studies to be more active, if being use with good intention probably equipped a good lifestyle, healthy and balance.

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