

Influences of Social Networking Sites on the Communication Skills of Students

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Abstract - *The study's goal and objective are to determine the reasons, impacts, or influences, as well as how social networking sites (Facebook, Twitter, and Instagram) can aid students' communication skills. The participants in this study are 150 students, with 54 percent (81 students) being female and 46 percent (69 students) being male.*

Female respondents spent more time conversing with their "friends and relatives" than male respondents, according to the data. The respondents used social networking sites for the following reasons: "to communicate with their friends" and "to share their experiences," according to the findings. When it comes to the effects of social media on responders, the top response is "they become more gregarious and pleasant." It had also been.

Even while the use of social media is now evident and crucial in our everyday activities, particularly among the young, the researcher argues that while seniors must utilize social media to capture the attention and interest of the youth, there must always be a limit to its usage.

Key Words: *Social Networking Sites, Students, Communication Skills*

INTRODUCTION

The use of social networking sites (SNS) is now well known in practically every part of the world, including our own country. It is the primary means of communicating with others over the internet, and it is a

way of sharing experiences, sentiments, sadness, success, and anything else you want to share. Communication with friends in any area of the world, or even on the continent, is not hampered by distance. It is no longer the case that letters and telephone calls were the only means of connection with faraway friends and loved ones.

Social networking services are extremely popular among today's youngsters. Facebook, Twitter, Tumblr, Yahoo Messenger, Wattpad, and even Skype are instances of online social networking phenomena. Millions of people of various ages and socioeconomic levels are congregated on the internet, signing up for social networking sites. As proof, 901 million individuals use Facebook every month, with over 125 billion friends communicating by the end of March (Key Facts, 2012).

The Philippines has the largest percentage of internet users between the ages of "16 and 24" who use social networking sites (Cadiao, 2011). According to the report, Filipinos are not far behind in terms of using social networking sites. It indicates that social networking sites have a significant impact on people's lives since, in addition to making our activities easier, they allow us to share our feelings in a more comfortable manner.

Because of the rapid expansion and fixation of Filipinos, particularly our country's youth, with various forms of social networking sites, the researcher's attention is drawn to this study to see how such social networking sites affect their communication abilities, which is the study's goal.

MATERIALS AND METHODOLOGY

The study employed a descriptive research approach to investigate the effects of social networking sites (Facebook, Twitter, and Instagram) on the respondents' communication skills. Because the respondents are the researcher's students, purposive sampling is utilized to select them.

The responders are (150) students from Holy Rosary Colleges Foundation in San Isidro, Nueva Ecija, who are in Grade 10. Section Loyalty has 41 members, 16 males, and 25 females. There are 36 students from Integrity (16 males and 20 females) and 37 students from Industry (19 males and 18 females). With a total of 36 people, the section Sincerity has an equal number of males and girls.

The researcher used the questionnaire to collect the following information: the respondent's demographic profile (sex, and age), as well as responses to questions about the reasons, effects, or influences of social networking sites on the respondents' communication abilities.

RESULTS AND DISCUSSION

1. Profile of the Respondents

Age	No of respondents	Percentage
15	56	37.30 %
16	85	56.30 %
17	8	5.30 %
18	1	.70 %
Total	150	100 %

Table 1. Ages of the Respondents

According to table 1, there were 150 people who responded. 15-year-old kids made up 37.30 percent of the 150 respondents or 56 students. A total of 85 students, or 56.30 percent of the respondents, are 16 years old. Only 5.30 percent of the students, or 8 students, were 17 years old, and only one (.70 percent) of the responders was 18.

This data simply confirms that the majority of the respondents are of the appropriate age for their grade level as Grade 10 pupils, as stated on page 3 of the DepEd Order no. 43, s. This grade level's entrant age in 2013 was 16 years old.

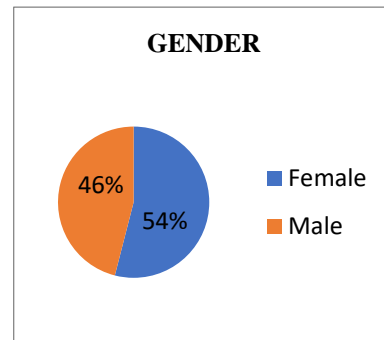


Figure 1. Gender of the Respondents

Female respondents made up 54 percent of the total, or 81 out of 150, according to the graph. Furthermore, males made up 46 percent of the participants (69 out of 150). According to the facts, most girls nowadays are more interested or willing to study than guys, as evidenced by Olivia (2009)'s essay on inquirer.net. One of the five facts about social networking sites is that the younger generation of online social network users is overwhelmingly female.

2. Data on the reasons why the respondents used social networking sites.

Reasons	Facebook Frequency Usage	Twitter Frequency Usage	Instagram Frequency Usage
To get regards	120	34	13
To have pastime	122	62	86
To share happy experiences	100	78	89
To ask some	98	47	19

question			
To develop self-confidence	35	25	25
To share problems or grievances	79	65	25
To talk to relatives	116	30	17
To talk to friends and colleagues	131	57	25
To talk to special someone	80	17	7

Table 2. Reasons in Using Social Networking Sites

The data shows that almost all of the respondents use their Facebook accounts to communicate with their friends and colleagues (131 frequency usage), to get greetings (120 frequency usage), to talk to their relatives (116 frequency usage), and finally to share happy thoughts or experiences (122 frequency usage) (100 frequency usage). That data only supports Pew Research Center's findings, which were published in Social Media Update 2014, that Facebook remains the most popular social media platform. Those findings are also verified by Bulas (2013) in Awesome Social Media Facts and Statistics 2013, which states that in 2012, Facebook had 62 percent of the world's active users.

Although the participants have profiles on Twitter and Instagram, their frequency of use is not as high as it is on their Facebook accounts, as seen by the collected data. Only 78 percent of respondents said they used Twitter to share pleasant experiences, 65 percent said they used it to discuss concerns and grievances, 62 percent said they used it to chat to friends and colleagues, and only 62 percent said they used it to talk to friends and colleagues (57 frequency usage). While on Instagram, sharing pleasant experiences is the most popular activity, with 89 percent of users saying they use it on a regular basis, and they use it as a recreational activity (86 frequency usage).

According to Pew Research Center's Social Media Update 2014, while Facebook is the most popular, international discrimination has decreased in recent years, but other platforms have increased.

3. Data on the effects of social networking sites to the respondents.

Effects	Frequency	Percentage
Interest and Addiction to SNS	63	42.0
SNS helps their communication skills	79	52.7
SNS makes them friendly and sociable	116	77.3

Table 3. Effects of Social Networking Sites

The aforementioned data shows that social networking sites do indeed assist respondents in being more friendly and sociable, with 116 respondents (77.3%) agreeing, while only 22.7 percent disagree. Mitri, et. al. research 's The data gained was confirmed by a study titled "Effects of Social Media on Youth," which claimed that social media has good effects on youth. The following conclusions are directly related to table 3: SNS facilitates global communication; we can quickly exchange ideas and information; it can help us avoid boredom; and, finally, it can assist us in meeting new friends and acquaintances. Mitri et al. are a group of researchers who have worked on a number of different projects.

The study also emphasizes that SNS improves communication skills (79 frequency or higher) at number two on the list. Still, more than half of all respondents believe that social media can help them improve their communication abilities. While 42% of those polled believe that social media can lead to addiction. In this regard, the findings back with a study titled "Philippines as the World's Social Networking Capital," which found that the detrimental impacts of social media on teenagers might "dramatically lower productivity, lower attention span, and serve as the final destruction for the youth." If you're a parent, make sure to set limits for your children

when it comes to how they use the internet and social networking sites because they may be extremely addictive."

Aside from the impacts shown in table 3, respondents also mentioned specific effects of SNS on them. This only proves that 8 out of 11 mentioned outcomes are more good than negative effects, as shown below. According to the respondents, SNS leads individuals to become drowsy and has an adverse influence on their good eyesight. On the plus side, it acts as a pastime that keeps people happy and informed, it aids in the discovery of new friends, and it serves as their diary. While the following are some of the positive effects of social media on respondents' communication and academic skills: easy access to various things and knowledge, it enhances and broadens their imaginations, research-related topics are readily available, and finally, it broadens the use of English language as a medium of communications.

CONCLUSION AND RECOMMENDATION

The Researcher concluded the following facts based on the data gathered and interpreted; first, is the majority of the respondents are 16 years of age which is appropriate to the year level as Grade 10 students, while the majority of them are ladies. It has been proven that most of the respondents are active users of Facebook but although they have an account in Twitter and Instagram not so active in using them.

The top three reasons given by respondents for using Facebook are to communicate with friends and coworkers, to share good events, to serve as a pastime, and to exchange greetings with acquaintances. Respondents use Twitter for a variety of reasons, including sharing good experiences, as a pastime, and to share difficulties and grievances. Discussing pleasant experiences topped the list, followed by serving as a pastime, and SNS improves self-confidence, is a way of sharing concerns or grievances, and is an instrument to chat to friends and coworkers on the third position.

The beneficial impacts of social networking sites include making them more pleasant and gregarious, as well as improving their communication abilities, whereas

the bad effects of SNS include addiction. The respondents also listed two negative effects and eight good effects, indicating that SNS continues to have a favorable impact on the respondents' personality development and communication abilities.

The researchers recommend that students focus on the positive effects of social networking sites rather than the negative ones, that parents set strict guidelines for their children's use of SNS, and that teachers use the advancement of technology through SNS to develop students' communication skills and academic achievement.

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