

# Use Of Social Media In Relation To Learning BehaviorOf Bachelor Of Elementary Education Students Of Sulu College Of Technology, Inc. During Covid 19 Pandemic

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## Abstract

This descriptive-correlational study determined the social media in reflection to the learning behaviors of Bachelor of Elementary Education (BEED) students of Sulu College of Technology, Inc. during Covid 19 pandemic during the school year 2021-2022. It also showcases student-respondents' demographic profiles in terms gender, age, year level, parents' average monthly income, and parents' educational attainment. It further assessed the extent of the social media in reflection to the learning behaviors in the context of Learning Styles, Study habits, and Academic related purposes as well as the significant correlation and differences in these sub-categories when data are classified according to student-respondents' demographic profiles. This study reveals the following findings: 1) On demographic profile: great majority are female within the 21 years old & above of age bracket, come from lower income families, and whose parents have only basic level of education. 2) On the Extent of the Use of Social Media in the learning behaviors: student-respondents rated as "Agree" the extent of the Use of Social Media in the learning behaviors in terms of learning styles, study habits, and academic related purposes. 3) On Differences in the Extent of the Use of Social Media in the learning behaviors: NO significant difference in the extent of Use of Social Media in the learning behaviors in terms of learning styles, study habits, and academic related purposes when data are classified according to gender, age, year level, parent's average monthly income, and parent's educational attainment. 4) On Correlation among Sub-Categories subsumed under Use of Social Media in the learning behaviors: Generally, there is a moderate positive correlation among sub-categories subsumed under use of social media in the learning behaviors in terms of

learning styles, study habits, and academic related purposes. This study supports the Gratification and Connectivism theories which suggest that social media users have powers over their media consumption and assume active role in interpreting and integrating media into their own lives and that they are responsible for choosing media to meet their desires and needs to achieve gratification (Olise & Makka, 2013).

Keywords - Social Media, Learning Behaviour, Bachelor of Elementary Education, COVID 19 Pandemic.

## **INTRODUCTION**

Advances in Internet technologies have spurred on compelling changes in how we interact, communicate, learn, and build knowledge. For much of the connected world, it permeates nearly every aspect of our existence from shopping and banking, to communication and education among many other pursuits (Tariq et al., 2015). Consequently, this technological advancement influences even learning behaviors of college students in most parts of the world.

In general, worldwide Internet users have increased rapidly between 2016 and 2017 (Freund & Weinhold, 2002). In 2015, there were 6.5 billion Internet users around the world and in 2014 they became 7.2 billion (Singh, 2017). The Internet and in particular social media applications such as Facebook, YouTube and many others, are obviously “overtaking the world” and could be regarded as “a global consumer phenomenon” (Camilia et al., 2013). According to Facebook statistics “more than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums) are shared each month” and “People on Facebook install 20 million applications everyday” (2011, PARA.2&4). On YouTube every minute, 10 hours of content are uploaded to the video sharing platform.

It is not surprising that social media usage is one of the most common activities among children, adolescents, and emerging adults nowadays. It offers today’s youth a portal for entertainment and communication and it is becoming one of the main platforms for accessing information and news. The social media usage of American adults aged 18– 29 years who represent the higher percentage of university students rose from 12 percent in 2005 to 90 percent in 2015 (Perrin, 2018). Also in Egypt, the rate of social media users is increasing, El Gazzar (2013) mentioned that social media users specifically those who are using Facebook have exceeded seven million which is (9.76%) of the population, (40%) of these are between 18-24 years old. Saied, ElSabagh and El-Afandy, (2016) reported that this

percentage has increased to 54.6% in 2015; more than 80 percent of them are young people specifically university students.

This aggressive adoption of social media among the younger generation, according to Vorderer (2016) could be attributed to their up to date knowledge of and comfort with the latest technology and the convenient accessibility to these social networking tools. For instance, they can access social media from their cell phones any time any place. This encourages them to use social media not only for receiving and retrieving information, but also for being online and connecting with others, and from being from being consumers and participants to “prosumers” which means that they consume and produce media on the social media platform (as cited in Obar & Wildman, 2015)

The social media craze has also hit university and post-secondary institutions, which cannot remain impartial to these rapidly changing technologies (Dumpit & Fernandez, 2017). Putting into consideration how social media became embedded within the young generation lifestyle, college student affairs professionals found a way

to use social media as a method of communication between the college administration and the students (Junco, 2012). Furthermore, most of the universities nowadays have an official page or group on one of the social media networks where students, professors and staff can share resources and interact (Selwyn, 2009). DeAndrea et al. (2012) mentioned that many universities have even established their own social media networks in order to help new students to socialize and connect with the faculty members, staff, and alumni and to establish a sense of connection with the institution. Using social media networks in such a way helps in facilitating the process of knowing more about campus facilities, activities and events especially for the freshman students, and ultimately adjusting to university life.

The impact of social media on learning and teaching is increasingly considered and debated among higher education scholars, administrators, and stakeholders. Lynn et al. (2015) considered social media as one of the game-changers in the realm of learning and instruction. Also important is the potential of these technologies for encouraging independent self-directed learning as well as encouraging students’ as active producers of knowledge (Dumpit & Fernandez, 2017), which once again is commonly regarded as a positive affordance for media.

Thus, this study will be conducted to appraise the behaviors of Bachelor of Elementary Education students of

Sulu College of Technology, Inc. during Covid 19 pandemic of their use of social media applications.

### **STATEMENT OF THE PROBLEM**

This study aims to determine the use of social media in reflection to the learning behaviours of Bachelor of Elementary Education students of Sulu College of Technology, Inc. during Covid 19 pandemic during the school year 2021-2022. Specifically, it seeks to answer the following queries upon its very completion:

1. What is the demographic profile of Bachelor of Elementary Education students of Sulu College of Technology, Inc. in terms of:
  - 1.1. Gender;
  - 1.2. Age;
  - 1.3. Year level;
  - 1.4. Parents' average monthly income; and
  - 1.5. Parents' educational attainment?
  
2. What is the extent of the use of social media in relation to the learning behavior of Bachelor of Elementary Education students of SCT during pandemic in terms of:
  - 2.1. Learning Styles;
  - 2.2. Study habits; and
  - 2.3. Academic related purposes?
3. Is there a significant difference in the extent of the Use of Social Media in the learning behaviors of Bachelor of Elementary Education students of SCT, Inc. during COVID 19 pandemic when data are classified according to:
  - 3.1. Gender;
  - 3.2. Age;
  - 3.3. Year level;
  - 3.4. Parents average monthly income; and
  - 3.5. Parents' Educational Attainment?
  
4. Is there a significant correlation in the extent of the Use of Social Media in the learning behaviors of Bachelor of Elementary Education students of SCT, Inc. during COVID 19 pandemic between learning styles, study habits, and academic related purposes?

### **OBJECTIVES OF THE STUDY**

This study endeavored to achieve each of the following objectives:

1. To determine the demographic profile of students Bachelor of Elementary Education students of SCT in terms of: Gender; Age; Year level; Parents' average monthly income; and Parents' educational attainment;

2. To determine the extent of the use of social media in relation to the learning behaviors of Bachelor of Elementary Education students of SCT during pandemic in terms of Learning Styles; Study habits; and Academic related purposes;

3. To determine the significant difference in the extent of the Use of Social Media in the learning behaviors of Bachelor of Elementary Education students of SCT, Inc. during COVID 19 pandemic when data are classified according to Gender; Age; Year level; Parents average monthly income; and Parents' Educational Attainment; and

4. To determine the significant correlation in the extent of the Use of Social Media in the learning behaviors of Bachelor of Elementary Education students of SCT, Inc. during COVID 19 pandemic between global competitiveness, study habits, and academic related purposes.

#### **HYPOTHESES OF THE STUDY**

In its attempt to seek the needed information to answer the research problems, this study will be guided by the following null hypotheses:

Ho1. There is no significant difference in the extent of the Use of Social Media in the learning behaviors of Bachelor of Elementary Education students of SCT, Inc. during COVID 19 pandemic when data are classified according to gender, age, year level, parents average monthly income, parent's educational attainment.

Ho2. There is no significant correlation in the extent of the Use of Social Media in the learning behaviors of college Bachelor of Elementary Education of SCT, Inc. during COVID 19 pandemic between global competitiveness, study habits, and academic related purposes.

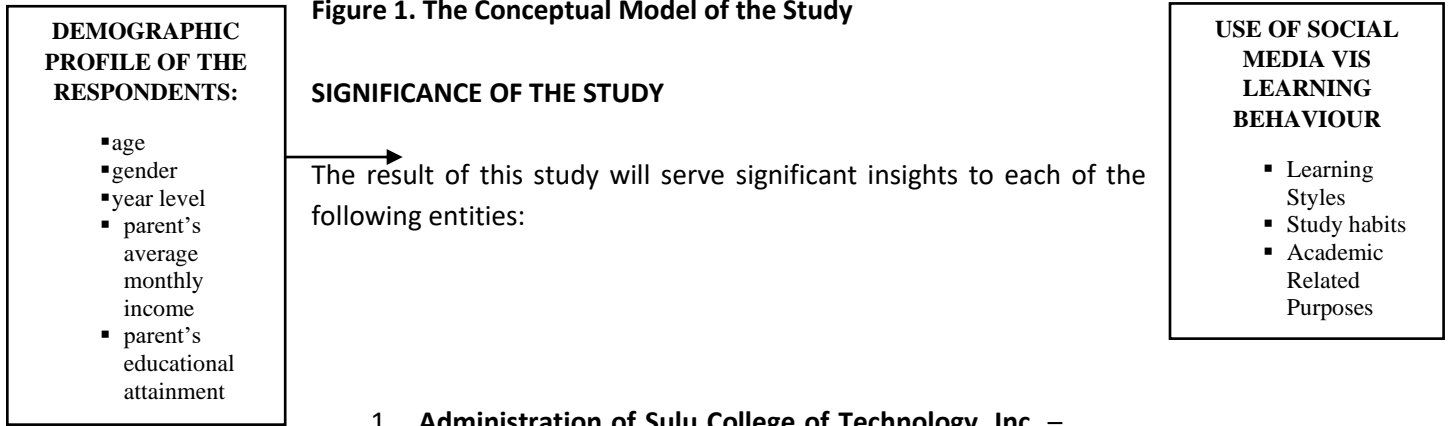
#### **CONCEPTUAL FRAMEWORK**

Figure 1 presents the relationship between the Dependent Variable which is the Use of Social Media, vis-à-vis Learning Styles, Study habits, and Academic Related Purposes and the Independent Variable which is the Demographic Profile of the respondents in terms of Age, Gender, Year level, Parent's average monthly income, and Parent's educational attainment.

**Independent Variables**

**Dependent Variables**

**Figure 1. The Conceptual Model of the Study**



1. **Administration of Sulu College of Technology, Inc.** – the findings of this study will provide significant inputs to the college administrators in their needs for more basic information and data on the structuring of plans, implementation and evaluation of programs and policies geared towards ensuring effective and efficient management practices of Sulu College of Technology, Inc.
2. **Teachers** – with reliable feedback on the extent of efficacy of education delivery among the Bachelor of Elementary Education students. It may serve as the basis for improvement through: a.) Exposure to seminars and trainings in Education. b.) Teaching strategies and techniques.
3. **Parents** – enlighten the role of the parents, that is, to what extent they could contribute towards the improvement of teaching delivery in the school and also the community.
4. **Students** – considering that they are recipients and direct beneficiaries of this study, the outcome would serve as an enhancement in their mastery and learning competencies in education.
5. **Future Researchers**- they will gain awareness on the extent of the problems and difficulties of education students and the challenges on the part of the teachers toward mastering and learning competencies in education, and serve as the avenue if they make researches similar in nature.

**RESEARCH METHODS**

This presents the research method, research locale, respondents of the study, sampling design, research instrument, data gathering procedure, and statistical treatment of data.

**RESEARCH DESIGN**

This research study employed the quantitative descriptive-survey research method. It is quantitative in the sense that the data and results provide a general picture of the research problem. Descriptive because it will merely describe “what is” the data gathered and will not look into

why such phenomenon happens. Surveys on the other hand will allow the researcher to gather limited data on otherwise large population (Adanza, 2015).

### RESEARCH LOCALE

The study was conducted in Sulu College of Technology, Inc. specifically among Bachelor of Elementary Education (BEED) students who are enrolled in the academic year 2021-2022.

### RESPONDENTS OF THE STUDY

The respondents of the study were one hundred (100) randomly selected students drawn from Bachelor of Elementary Education enrolled in the Academic Year 2021-2022.

Figure 2. Distribution of the target Samples among Bachelor of Elementary Education Students.

### SAMPLING DESIGN

A non-probability sampling design through a purposive sampling procedure will be used in determining the samples of this study. A total of at least one hundred (100) samples will be drawn from the whole population of college students from first year to fourth year will be taken as respondents of the study.

<b>Sulu College of Technology, Inc. Bachelor of Elementary Education</b>	<b>Number of Respondents (Students)</b>
First Year	25
Second Year	25
Third Year	25
Fourth Year	25
<b>TOTAL</b>	<b>100</b>

### STATISTICAL TREATMENT OF DATA

The following statistical tools will be used in the analysis of data.

1. Frequency and percentage will be used for problem 1, what is the demographic profile of college students of SCT in terms of Gender, Age, Year level, Parents' average monthly income, Parents' educational attainment?
2. Mean and standard deviation will be used for problem 2, What is the extent of the use of social media in relation to the learning behaviour of college students of SCT during pandemic in terms of: Learning Styles, Study habits, and Academic related purposes?

3. t-test for independent samples and One-Way ANOVA will be used for problem 3, Is there a significant difference in the extent of the Use of Social Media in the learning behaviours of college students of SCT, Inc. during COVID 19 pandemic when data are classified according to Gender, Age, Year level, Parents average monthly income, and Parents' Educational Attainment?
4. Pearson's r will be used for problem 4, to determine the significant correlation in the extent of the Use of Social Media in the learning behaviours of college students of SCT, Inc. during COVID 19 pandemic between global competitiveness, study habits, and academic related purposes?

### **SUMMARY OF FINDINGS AND DISCUSSIONS**

This presents the summary of findings, conclusions and recommendations based on the data collected that were properly tabulated, computed and analyzed for this study.

#### **Summary of Findings**

The following are findings of this study:

1) **For Research Question Number 1: On demographic profile of student-respondents:**

Out of 100 student-respondents, great majority are female within the 21 years old & above of age bracket, come lower income families, and whose parents have only basic level education.

2) **For Research Question Number 2: On the Extent of the Use of Social Media in the learning behaviors among BEED students of SCT**

Student-respondents rated as "Agree" the extent of the Use of Social Media in the learning behaviors in terms of Learning styles, study habits, Academic related purposes.

3) **For Research Question Number 3: On Differences in the Extent of the Use of Social Media in the learning behaviors among BEED students of SCT**

NO significant difference in the extent of Use of Social Media in the learning behaviors among Bachelor of Elementary Education students of SCT in terms of Learning styles, Study habit, and Academic related purposes when data are classified according to Gender, Age, Year Level, Parent's Average Monthly Income, and Parent's Educational attainment.

4. **For Research Question Number 4: On Correlation among Sub-Categories subsumed under Use of Social Media in the learning behaviors among BEED students of SCT**



Generally, THERE IS a moderate positive correlation among sub-categories subsumed under Use of Social Media in the learning behaviors among BEED students of SCT in terms of Learning styles, Study habits, and Academic related purposes.

## **CONCLUSIONS**

This study concludes that:

1) Bachelor of Elementary Education students of SCT during the School Year 2021-2022 are adequately represented in terms of gender, age, year level, parent's average monthly income, and parent's educational attainment.

2) Generally, BEED students of SCT affirmed that there is a high extent of Use of Social Media in the learning behaviors, vis-à-vis learning styles, study habits, and academic related purposes.

3) BEED students of SCT are using social to enhance their research and study skills and other academic related purposes.

4) All profile variables used in this study such as gender, age, year level, parent's average monthly income, and parent's educational attainment do not significantly intervene in ways how BEED students of SCT perceive the extent of Use of Social Media in the learning behaviors.

5) All sub-categories subsumed under Use of Social Media in the learning behaviors are moderately correlated.

6) This study tends to support Gratification theory and the Connectivism theory which suggest that social media users have power over their media consumption and assume an active role in interpreting and integrating media into their own lives and that they are responsible for choosing media to meet their desires and needs to achieve gratification (Olise & Makka, 2013).

## **RECOMMENDATIONS**

This study recommends the following:

1) Administrators of Sulu College of Technology, Inc. (SCT), specifically the Dean of Education should strengthen more the conduct of training programs on effective use of social media platforms in order to enhance students' knowledge and research skills.

2) SCT administrators should provide support to Bachelor of Elementary Education students in enhancing skills in the effective use of social media application and platforms needed in their studies.

4) Moreover, student-researchers in the field of educational administration are encouraged to conduct study similar to this one but to include other variables such

as students' academic achievement in some other settings.

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