

EXPLORING SOCIAL MEDIA APPLICATIONS AND ITS ROLE ON VIRTUAL
PARENTING AMONG OFW FAMILIES: A CASE STUDY

THESIS

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ABSTRACT

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The case study was conducted in Cavite State University- Main Campus located in Indang, Cavite from October 2015 to March 2016. This case study aimed to determine the different social media applications and its role on virtual parenting among OFW families. Specifically, it aimed to: 1) identify the different social media applications used by OFW families on virtual parenting; 2) determine the frequency of usage of the participants on social media applications; and 3) determine the effectiveness of social media applications in establishing and maintaining parent-child relationship.

Data were obtained through survey questionnaires and interviews with 10 students from Cavite State University- Main Campus and their respective OFW parents who are currently working abroad with the use of any social media applications. They were asked to answer the three part survey questionnaire and an interview guide.

The researchers used purposive sampling technique wherein the researchers included people based upon a particular criteria and their willingness to participate in the case study.

As an overall result, this study laid down the following results. Social media applications are effective in maintaining the communication between parent and child despite their distance. It established and built stronger relationship among families especially between the parent and child because they were able to open up with their

families. In spite of the above listed advantages, there are some limitations of social media applications. Some families are not building stronger relationship despite the continuous communication. This is said so because some participants are still after physical intimacy or some referred it as “something is still missing”.

The different social media applications used by OFW families on virtual parenting are Facebook, Skype, Yahoo Messenger, and Viber.

On frequency of usage, the results revealed that most of them use the social media application specifically Facebook, Skype, Yahoo Messenger, and Viber for about less than one hour when talking to one another.

On the effectiveness of social media applications, the researchers found out that majority of the participants deemed SMAs are indeed effective in maintaining and establishing their parent-child relationship. It is effective in way that it makes the participants' communication easy and fast and connects them even if they are far away from one another and the parents can still support and monitor their family's health, financial needs, etc. and fulfill their role as mother and father to their children.

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An undergraduate thesis submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Arts in Journalism with Contribution No._____. Prepared under the supervision of Prof. Allan Robert C. Solis.

INTRODUCTION

This 21st century, social media applications became the top “*thing*” that is used by many people including Filipinos. Applications like Facebook, Viber, Skype, and so on, offers free text messages, local or international calls, chat, voice chat and video conferencing plays an important role in exchange of information and makes communication faster. Furthermore, it is the best way to gain friends, contacts, and become part of the community and engage with them through the power of Internet (Boticario, 2015).

Since social media applications are free of charge and convenient, people now can communicate privately without any hassle. They can contact anyone around the world, at any time, with just a few keystrokes (*Social Media and Society*, n.d.). This made social media applications very important in establishing family relationships of every Filipinos, especially OFW families. Connecting with their family member through those social