

**UTILIZATION OF NEWS PAGES ON FACEBOOK AMONG SELECTED
STUDENTS OF CAVITE STATE UNIVERSITY - MAIN CAMPUS**

Undergraduate Thesis
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*Utilization of news pages of Facebook
among selected students of Cavite State*
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ABSTRACT

STA. CRUZ, JEAN CAMILLE B. and TESORO, LYKA B., Utilization of News Pages on Facebook among Selected Students of Cavite State University - Main Campus. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University. Indang, Cavite. March 2016. Adviser: Dr. Bettina Joyce P. Ilagan.

This study was conducted to determine the utilization of news pages on Facebook of selected students of Cavite State University – Main Campus. In particular, the study was conducted to identify the demographic profile of the participants; the number of news pages on Facebook that the selected students like; the news pages on Facebook that are mostly liked by the students; the kind of news that are most liked and least liked by the students; the number of selected students who participate on news pages on Facebook in terms of giving feedback and sharing news articles; the students' purpose on their participation on news pages on Facebook in terms of giving feedback and sharing news articles; and the correlation of the participants' demographic profile to the number of news pages on Facebook liked, the giving of feedback and sharing news articles.

This study used descriptive survey method and stratified random sampling with equal allocation. The research instrument was a survey questionnaire. Mean and standard deviation were used to process the data.

The results revealed that although students like news pages on Facebook, majority of them are not mostly utilizing, relying and participating much on these news pages to get news and to be informed.

This study recommends that Facebook users identify many things in Facebook that can help them in terms of matters of news and information dissemination. The

students are advised to go beyond the usual activities they do on the site and participate more on the issues of society through news pages on Facebook. The administrators of news pages on Facebook and news agencies may determine the kinds of news that are of concern and ought to be known by the students and empower the youth by news stories that are reliable and true. The journalists, aspiring journalists and the news consumers could establish a better and stronger field for news and information dissemination for a healthy and transparent environment. Lastly, future researchers could make use of this study as a helpful material for future researches.

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