

DIGITAL MEDIA LITERACY AND FACEBOOK UTILIZATION OF SELECTED
STUDENTS IN CAVITE STATE UNIVERSITY-MAIN CAMPUS

THESIS

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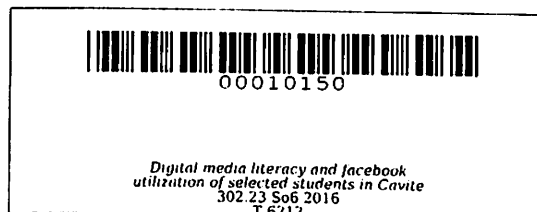
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**DIGITAL MEDIA LITERACY AND FACEBOOK UTILIZATION OF
SELECTED STUDENTS IN CAVITE STATE
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**Undergraduate Thesis
Submitted to the Faculty of the
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ABSTRACT

SORIANO, RAVEN S. and TINDAN, NATASHA NICOLE N. Digital Media Literacy and Facebook Utilization of Selected Students in Cavite State University-Main Campus. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University. Indang, Cavite. April 2016. Adviser: Ms Racquel G. Agustin.

The study was conducted at Cavite State University, Indang, Cavite from November 2015 to March 2016. This study aimed to: (1) identify the level of digital media literacy of the participants; (2) identify their level of Facebook utilization; and (3) determine the relationship between their digital media literacy and their Facebook utilization.

The research used descriptive survey method and sample was identified through stratified simple random sampling with proportional allocation. A total of 864 students with Facebook accounts were asked to answer the survey questionnaire. Statistical measures applied were frequency counts, percentage formula, and chi-square test for independence.

Participants had a high level of digital media literacy and low level of Facebook utilization. It can be concluded that participants have a medium level of digital media literacy in terms of technical skills of accessibility on Facebook. They mostly have access on Facebook through mobile phones, uploading photos of themselves and publishing videos of friends. In terms of critical understanding skills; analyzing and evaluating digital content, participants had low level of digital media literacy while in communicative abilities in creation, reflection, and action on digital contents, they had high level of digital media literacy. Facebook utilization results showed that participants

had high level of frequency of usage but low level of frequency of activities done on Facebook.

For the relationship between the level of digital media literacy and level of Facebook utilization, results showed that there was a highly significant relationship between the two variables. The high level of digital media literacy of the participants had a significant relationship with their low level of Facebook utilization. This means that participants meet the needed competencies to be digital media literate but is not highly capable of applying these competencies when utilizing their Facebook accounts in terms of activities done on Facebook.

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UNIVERSITY-MAIN CAMPUS**

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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 Ms Racquel G. Agustin.

INTRODUCTION

As technology evolves over time and since it is now on its full capacity of emergence that gradually dominates people's way of living, it is undeniable that everyone has gone along with this complex change in the world of communication along with these technologically-based communication tools. Internet penetration increasingly invades and takes a big part in everyday living. The traditional media: television, radio, and newspaper congregate in the Internet. There is the birth of live streaming for TV shows and radio programs, a downloadable application of an online newspaper to give the latest news in cellular phones, thus digital tools offer features that can connect people to the world through calls and texts, video streaming, live chats, easy photo sharing, and an access to multiple social media sites. Communication can now be virtually done and everyone has an easy access in the cyberspace.