INVOLVEMENT, SOCIAL IDENTITY AND TRUST LEVEL OF SELECTED TEXT CLAN MEMBERS IN CAVITE

THESIS

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April 2014

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Undergraduate Thesis
Submitted to the faculty of
Department of Social Sciences and Humanities
College of Arts and Sciences
Cavite State University
Indang, Cavite

In Partial fulfilment of the
requirements for the degree
Bachelor of Science in Psychology

00011960

Involvement, social identity and trust level of selected text clan members in
158.2 At4 2014
T-5565

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April 2014

ABSTRACT

ATIS, LESLIE ANN B. and ESPINELI, IRISH JOY A., Involvement, Social Identity and Trust Level of selected *Text Clan* members in Cavite. Undergraduate Thesis. Bachelor of Science in Psychology. Cavite State University, Indang Cavite, April 2014. Adviser: Louziela P. Masana, M.A.

The study was conducted to determine the relationship of involvement, social identity and trust level of the selected *text clan* members in Cavite. Specifically, it aimed to identify the involvement in *text clan* of the participants; know their social identity; identify their trust level; and investigate the relationship between involvement in *text clan* and social identity; involvement in *text clan* and trust level; and social identity and trust level of the participants.

There were seventy (70) *text clan* members in Cavite that served as the participants. The whole duration of data gathering was from December 2013 to January 2014.

The research design used was descriptive-correlational design with purposive sampling, specifically Snowball Technique as the sampling procedure.

Based from the findings, the participants' involvement revealed that: most of the participants were plain members, knowledgeable, active members of the *text clan*, and their participation in *text clan* activities was on moderate level. In general, and the overall value of the *text clan* acquired was low level.

It also revealed that there was no significant relationship between involvement in *text clan* and social identity, involvement in *text clan* and trust level, and social identity and trust level.

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INVOLVEMENT, SOCIAL IDENTITY AND TRUST LEVEL OF SELECTED *TEXT CLAN* MEMBERS IN CAVITE

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An undergraduate thesis presented to the faculty of Department of Social Sciences and Humanities, College of Arts and Sciences, Cavite State University Main Campus, Indang, Cavite. In partial fulfilment of the requirements for Undergraduate Thesis (PSYC200a) with the degree Bachelor of Science in Psychology with the contribution no._____. Prepared under the supervision of Ms. Louziela P. Masana, MA.

INTRODUCTION

Being involved in a group such as *text clan* has an impact on how people identify themselves in the society as a social being, making them disclose a part of them to another. Showing and revealing ones personal feelings and emotions could be through the use of cellphones and telephones aside from communication. It is not only for linking people together, but it may also affect their social identities. Being a member of a certain group, people have the tendency to open up themselves and their own thoughts about any topic or issue. Due to this, they can develop trust for other members or from the group itself where they actually belong. Trust is a state of mind in which a person believes that another person intends to be helpful. Perhaps, an individual may trust another person in different levels. There are three levels of trust: calculus-based trust, knowledge-based trust and identification-based trust.

An easy way of staying connected is made possible through the use of cell phone. Texting, which is introduced by the Globe Telecom in 1999 (Pertierra et al., 2002), is an abbreviated form of writing used on mobile phones and pagers with tiny screens and keyboards. Esposo (2006) said that there are about 98 percent of the Philippine