BENEFITS OF USING SOCIAL NETWORKING SITES ON PEER RELATIONSHIP AS PERCEIVED BY SELECTED OUT-OF-SCHOOL YOUTH OF GUYAM MALAKI, INDANG, CAVITE

Thesis

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T4449

THESIS/SP 001.5 B77 2011

April 2011

BENEFITS OF USING SOCIAL NETWORKING SITES ON PEER RELATIONSHIP AS PERCEIVED BY SELECTED OUT-OF-SCHOOL YOUTH OF GUYAM MALAKI, INDANG, CAVITE

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfillment of the
requirements for the degree
Bachelor of Arts in Mass Communication
Major in Journalism

00075032

Benefits of using social networking sites
on peer relationship as perceived by
001.5 B77 2011
T-4449

RUSSEL D. BRIONES
April 2011

ABSTRACT

BRIONES, RUSSEL D. Benefits of Using Social Networking Sites on the Peer Relationship as Perceived by Selected Out-of-School Youth of Guyam Malaki Indang, Cavite. Undergraduate Thesis. Bachelor of Arts in Mass Communication. Cavite State University. April 2011. Thesis Adviser: Mr. Richardson dR. Mojica.

The study was conducted to determine the benefits of using Social Networking Sites (SNSs) on the peer relationship as perceived by selected out-of-school youth of Guyam Malaki Indang, Cavite. It specifically aimed to determine: the demographic profile of the respondents; the usage level of the selected respondents to SNSs specifically Facebook and Friendster in terms of the time spent in logging in to their account, the time spent in using SNS activities, and the amount spent by the respondents for the computer rentals. It also particularly aimed to identify the activities of SNSs that the respondents use when they go online.

The research design used was descriptive survey. Purposive sampling was employed in selecting the respondents for the study. The statistical measures applied were frequency count and percentage. The study was limited to selected out-of-school youth of Guyam Malaki Indang, Cavite who use the Facebook and Friendster from August 2010 to March 2011.

Results of the survey showed that most of the respondents were aged 19 -20 years old; most of them were males; majority of them last attended their school in 2009 - 2010, and majority of them were unemployed.

It was also found that the respondents go online 1-2 days a week based on their frequency of logging in to their account and they have an average usage based on the time span of using SNSs.

Majority of the respondents spent an amount of P15.01 to P20.00 for their computer rentals.

Instant Messaging (IM) or chat was the commonly used activity of the respondents followed by content sharing/posting of comments and photo and video uploading.

Moreover, most of the respondents agreed that using SNSs have benefits on their peer relationship.

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BENEFITS OF USING SOCIAL NETWORKING SITES ON THE PEER RELATIONSHIP AS PERCEIVED BY SELECTED OUT-OF-SCHOOL YOUTH OF GUYAM MALAKI, INDANG, CAVITE

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An undergraduate thesis manuscript presented 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 graduation with degree of Bachelor of Arts in Mass Communication, major in Journalism with Contribution No. T.CAS2011-M009. Prepared under the supervision of Mr. Richardson dR. Mojica.

INTRODUCTION

Technology plays a huge part in the society. People of today use it to make their work easier and as this technology became more advanced, there are some inventions that greatly affect the lifestyle of every individual.

Social Networking Sites (SNSs) are increasingly attracting the attention of academic and industry. It is certainly an area of very rapid growth (Rocon, 2010). This is one of the most popular topics talked about by almost all ages. The SNSs specifically the Facebook and Friendster allows the users to communicate with their friends, classmates and relatives.

In present day society, almost all of the families own computers and have an access to the Internet thus allowing them to engage to the SNSs. The members of the society even the out-of