STUDENTS USE OF SOCIAL MEDIA: ITS RELATIONSHIP TO ACADEMIC PERFORMANCE AND TECHNOLOGY ETHICS DECISIONS

By

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Introduction

- Today, most of the online users are natives in technology which includes high school and college students who grew up with the knowledge and experience of digital technologies as a tool in entering to social media like computers, smartphones, and others.

- In this condition, trends and issues online has an effect to the students' ethical decisions making since environment is one of the determinants of human behavior. According to Harvard Research cited by Jayson (2014) "Facebook is transformed from a public space to a behavioral laboratory".

- If social media makes people more socially active in sharing their thoughts and feelings and become updated of the social issues which oftentimes viral, could it be possible that having an access to social media could affect boldly college students' ethical views and academic performance?

Methods

- The students profile was analyzed using frequency count and percentage distribution.

- The relationship of the other variables was determined using Person's Product Moment Correlation Coefficient and x^2.

Methods

- In order to gauge the ethics decisions of the research sample, the researcher adapted the study of Kiser, Angelia, et al. (2009) who surveyed the level of reasoning of   179 undergraduate students according to Lawrence Kohlberg's stages of moral development.

- Basing from their study the researcher used levels 1-5 for coding the student responses, and these levels will correspond to Kohlberg's Stages 1-5 listed as follows:

- 1) Level 1 – being obedient in order to avoid punishment;

- 2) Level 2 – concerned with own self-interests;

- 3) Level 3 – being seen as a good person;

- 4) Level 4 – respect for law and authority; and

- 5) Level 5 – doing something simply because it is the right thing to do.

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1. What is the profile of the respondents respectively on:

1.1 age	The mean age of the respondents is 17. 75
1.2 sex	Female dominated.
1.3 civil status	11% out of 307 respondents are married and 89% are single.
1.4 ethnicity	Ilokanos are the dominant ethnicity in Apayao State College Luna Campus.
1.5 course	enrollees for the BSA program had the highest number of respondents of 77 students, followed by 66 in BEED, 57 BSE, 48 BSIT, 18 for BSF, 17 for BSBA, 16 for BSHRM and the least is BTTE
1.6 Year level	there is a close percentage distribution among respondents in different year level.

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1. What is the profile of the respondents respectively on:

1.7 Possession of ICT Gadgets	smartphone is the highest in rank in the possession of gadgets
1.8 Hours spent in studying	high number of the students prefer studying in less than an hour per day because of Facebook addiction that affects their time in studying lessons
1.9 Extra curricular activities	Majority students are not involve in extracurricular activities
1.10 Paid work activities	88% of the respondents are none working students

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1. What is the profile of the respondents respectively on:	
1.11 Scholarship	CHED-TD has the most number scholars among other private and public institution.
1.12 Parents' average monthly income	The mean of the parents' average monthly income is 11,066.78
1.13 Parents highest educational attainment	It means that most parents did not go beyond high school in their education.

2. What is the extent of utilization of the respondents of the following social media:

Computer and Internet Utilization	The students have a moderate extent in utilizing computer and internet as indicated by their overall mean rating of 3.32.
Mobile social networking	The extent of students mobile social networking utilization is moderate
Social Networking Sites(SNSs)	The students have neutral or mixed feelings as indicated by their overall mean rating of 3.39. Students use social networking sites with a moderate extent.

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What is the academic performance of the students?

The students' level of academic performance is average as indicated by the mean of 2.16. This indicates that grades of students in general is satisfactory.

4. What are the students' technology ethics decisions in using social media according to the application of Kohlberg's Theory of Moral Development:

Computer and Internet Utilization	Accounted as level 4 or respect for law and authority with a mean score of 3.57
Mobile social networking	The students have shown importance with respect for law and authority as based from the overall mean of 3.44.
Social Networking Sites(SNSs)	The students have ethical decisions concerning with their own self-interests

5. Is there a significant relationship between the profile of the students and their academic performance?	Hours spent in studying, lessons, parents' average monthly income, sex, ethnicity, civil status, extra curricular activities, educational attainment of father and mother, and possession of ICT Gadgets are significantly related to the academic performance of the students

6. Is there a significant relationship between student utilizations of social media and their academic performance?

Student Utilizations of Social Media	r – value	prob – value	Remarks
Computer and Internet	0.469**	0.000	Significant
Mobile Social Networking	0.093	0.115	Not Significant
Social Networking Sites	−0.145*	0.014	Significant
Multitasking	−0.026	0.658	Not Significant

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7. Is there a significant relationship between the profile of the students and their technology ethics decisions?	Age, sex, ethnicity, educational attainment of the father and mother are significantly related to their technology ethics decision			
8. Is there a significant relationship between student utilizations of social media and their Technology Ethics Decision?	**Extent of Utilizations**	**Technology Ethics Decision in Using**		
		Computer and Internet	Mobile Social Networking	Social Networking Sites	Multitasking
	Computer and Internet	0.106	−0.005	0.120*	0.020
	Mobile Social Networking	0.053	0.270**	0.137*	0.184*
	Social Networking Sites	0.051	0.060	0.110	−0.013
	Multitasking	−0.325**	0.105	0.042	0.129*

*Correlation is significant @ .05 level
**Correlation is significant @ .01 level

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- With these results, the researcher developed an impression that all the above mentioned significant relationship shown a direct relationship i.e. when the extent of utilization in social media increases(to a very small extent ton a very large extent) , the technology ethics decisions also increases(level 1 to level 5); when the extent of utilization in social media decreases (To a very large extent to a very small extent), the technology ethics decisions also decreases (level 5 to level 1).

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Conclusions

Based on the findings of this study, the following conclusions were drawn:

- Majority of the respondents are not fully oriented on the maximum benefits of using social media in education and learning.

- Majority of the respondents are not aware of their ethical level in dealing with issues and trends which has an impact in their academic performance and their use of social media.

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Recommendations

- Conduct seminars on the maximization of Information and Communication Technology (ICT) and Social Media utilization in the field of education and research to further improve academic performance of students.

- Reinforce the current curriculum of all program offerings with education on ICT ethical issues and standards to reinforce awareness and proper conduct on the use of Information Communication Technology and Social Media

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Recommendations

- Enhance the existing official webpage of the college to develop a more socially active server for communications among students, faculties and staffs   in catering issues and concerns pertaining to social and moral development thus improving the technology ethics decisions of the students.

- Similar studies can be conducted every three to four years to determine the same parameters which can be useful for improving quality of instructions along utilization of social media.