

FACTORS THAT AFFECTS SOCIAL MEDIA USAGE ON THE SOCIAL BEHAVIOR AND WELL-BEING OF 3RD-YEAR STUDENTS A STUDY OF BEHAVIORAL PATTERNS

ABSTRACT

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This study examines the influence of social media on the social behavior and well-being of 87 third year psychology students at Bestlink College of the Philippines. Given social media's pervasiveness in students' lives, the research investigates its impact on academic engagement, social connections, and emotional health. The study hypothesizes a dual role for social media, enhancing connectedness while potentially exacerbating issues such as anxiety, low self-esteem, and social isolation. A correlational research design was employed, utilizing stratified sampling to select the 87 participants, all of whom were frequent social media users among third year psychology students. Data collection involved a questionnaire assessing emotional states, self-perception, and social interactions to better understand participants' social behavior and well-being. Demographic data revealed that 88.51 percent of respondents were aged 19 to 24, and 81.61 percent were female, reflecting the typical gender distribution in psychology programs. TikTok and Facebook were identified as the most commonly used platforms. The findings indicated a general agreement among students regarding social media's role in their social behavior and well-being. Statistical analysis revealed a significant positive correlation (Pearson $r = 0.70$, $p = 0.00$) between social media usage and overall well-being. While social media provided emotional support and fostered social connections for some, adverse effects such as stress, sleep deprivation, and self-esteem issues were also reported. Despite the positive correlation between social media use and well-being, the study highlights the paradoxical nature of social media's impact. While offering benefits such as enhanced social connections and emotional support, excessive use contributed to challenges such as social isolation, anxiety, and self-esteem concerns. Additional concerns included the need for social validation, online gossip, and communication difficulties. These findings emphasize the need for initiatives promoting digital literacy, responsible social media use, and accessible mental health support services. Recommendations include encouraging balanced screen time, integrating well-being programs into student services, and fostering a healthier digital environment to help students effectively navigate the complexities of the online world.

RECOMMENDED CITATION

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