

EFFECTIVENESS OF PHILTRIPS FACEBOOK REELS IN DEVELOPING GEOGRAPHIC SKILLS IN ARLING PANLIPUNAN OF SELECTED GRADE 6 PUPILS

ABSTRACT

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Geographic literacy is a vital component of education, helping students better understand and appreciate the world around them. However, traditional teaching methods may not sufficiently engage the current generation of learners. Short-form internet videos, such as Facebook Reels, have emerged as effective tools for enhancing student engagement and promoting deeper understanding of subject matter. According to John Sweller, effective learning requires instructional materials to be simple, well-structured, and presented in a way that prioritizes essential information. This study investigates the effectiveness of PhilTrips Facebook Reels in developing the geographic skills of selected Grade 6 pupils in San Bartolome Elementary School, with the aim of improving instructional approaches in Araling Panlipunan. This study employs a quasi-experimental research design involving purposively selected Grade 6 pupils from San Bartolome Elementary School in Quezon City. Data collection tools include a 25-item pre-test and post-test, as well as a perception survey. All test items were reviewed by the research adviser to ensure validity. The data were analyzed using frequency and percentage to determine changes in performance and student perceptions of the intervention. Results show a significant improvement in post-test scores compared to pre-test scores among the 48 participating pupils, indicating the effectiveness of PhilTrips Facebook Reels in enhancing geographic skills. Survey responses also support these findings, with students rating the reels as highly effective in improving language proficiency, cultural awareness, and topographic understanding. Despite these positive outcomes, respondents cited challenges such as limited internet connectivity, misinterpretation of content, and occasional distractions during viewing. The findings suggest that short-form educational videos like PhilTrips Facebook Reels are effective tools for developing geographic competencies among elementary learners. The visual and interactive format of the reels contributed to improved understanding of landforms, cultural diversity, and subject-related vocabulary. Nonetheless, limitations such as unstable internet access, unclear content structure, and reduced student focus were identified. To address these issues, it is recommended that schools provide offline access to materials, ensure clarity in video content, and implement guided classroom activities to enhance engagement and learning outcomes.

RECOMMENDED CITATION

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