

LEVEL OF AWARENESS ON SOCIAL MEDIA ETIQUETTES AMONG SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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This study aims to investigate the level of awareness of social media etiquette among selected Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Emphasizing respect, honesty, and responsible digital behavior, the research seeks to evaluate students' understanding of appropriate online conduct while acknowledging the transformative influence of social media. Guided by Brooks' (2019) theory, which outlines three stages of proper netiquette focused on respectful and considerate online communication, the study explores key aspects of etiquette related to respect, authenticity, and personal growth. It further examines students' self-assessment of their awareness in areas such as social interaction, attentiveness, and time management, identifies social media platforms that require specific etiquette, and offers recommendations to improve awareness and practice of responsible social media use among HUMSS students. This study utilized a quantitative descriptive research design and involved 200 selected Grade 12 Humanities and Social Sciences (HUMSS) students from Bestlink College of the Philippines, selected through cluster sampling. A structured survey questionnaire was administered to assess students' awareness of key aspects of social media etiquette. Data were analyzed using statistical tools such as frequency, percentage, ranking, mean, and the Likert scale. The study primarily focused on three core areas: online respect, authenticity in digital interactions, and responsible use of social media. The findings revealed that although students demonstrated a general understanding of social media etiquette, maintaining consistent and appropriate online behavior remained a significant challenge. The study underscored the importance of ongoing education and reinforcement in areas such as respectful digital interaction, evaluating the credibility of online information, managing screen time effectively, and protecting digital privacy. Furthermore, the excessive use of social media was found to harm students' academic performance and overall well-being. The study identified attentiveness as a key factor influencing students' level of awareness regarding social media etiquette. The findings prompted the development of practical strategies to enhance digital literacy and promote responsible social media use among students. Recommendations include integrating social media etiquette into the academic curriculum through workshops, seminars, and digital wellness initiatives, supported by parental supervision and institutional policies that encourage responsible online behavior. Additionally, incorporating digital citizenship education can help students cultivate ethical, respectful, and mindful online practices.

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