

THE EFFECTS OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE IN BSIT STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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KEYWORDS

*social media; academic
performance; bsit students;
digital literacy; self-reported
gpa; time management*

ARTICLE ID

AASGBCPJMRA-B99738

This study investigates the impact of social media use on the academic performance of BSIT students at Bestlink College of the Philippines. It explores both the benefits—such as academic collaboration and access to learning resources—and the drawbacks, including distraction and procrastination. Given the digital nature of the BSIT program, the research emphasizes the importance of time management and responsible media consumption. The study advocates for the integration of digital literacy initiatives to help students manage their online habits and optimize their academic performance. This study adopts a quantitative, descriptive-correlational research design to examine how various patterns of social media use affect academic outcomes. Using stratified random sampling, the researchers selected BSIT students across all year levels. Data were collected through an online survey that covered demographic details, social media usage (including frequency, purpose, and platform types), and academic performance as measured by self-reported GPA and perceived academic impact. The data were analyzed using descriptive statistics and inferential tools such as Pearson correlation, t-tests, ANOVA, and multiple regression. Ethical procedures, including informed consent and data confidentiality, were strictly observed. The findings revealed a significant negative correlation between the time spent on social media and students' self-reported GPA. While respondents acknowledged the educational benefits of social media, those who spent more time—particularly for entertainment purposes—tended to report lower academic performance. Entertainment-driven social media use emerged as a strong negative predictor of GPA. The results suggest that excessive and non-academic use of social media can negatively affect academic outcomes among BSIT students. However, when used purposefully, social media may serve as a beneficial academic tool. The findings underscore the importance of promoting digital literacy and guiding students toward intentional and educational uses of social media. Future interventions should focus on fostering a balanced approach to media consumption. Further research may investigate long-term academic effects and platform-specific influences within the local context.

RECOMMENDED CITATION

Corporal, M. F., Hayahay, R., Medina, M., & Tangara, R. C. (2025). The Effects of Social Media on Academic Performance in BSIT Students of Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 89.