

**INFLUENCE OF USING MOBILE PHONE IN THE ACADEMIC
PERFORMANCE OF DEVELOPMENT COMMUNICATION
STUDENTS IN CENTRAL LUZON STATE UNIVERSITY**

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**An undergraduate thesis submitted to the faculty of the Department of
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Central Luzon State University, Science City of Muñoz
Nueva Ecija, Philippines, in partial fulfillment
of the requirement for the degree**

BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION

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


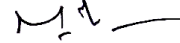
Republic of the Philippines
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APPROVAL SHEET

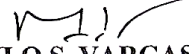
This undergraduate thesis entitled **INFLUENCE OF USING MOBILE PHONE IN THE ACADEMIC PERFORMANCE OF DEVELOPMENT COMMUNICATION STUDENTS IN CENTRAL LUZON STATE UNIVERSITY** prepared, presented and submitted by **MARICARR Y. LUSTRE** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.

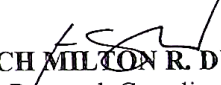

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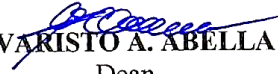

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MARICARR YANGA LUSTRE

BIOGRAPHICAL SKETCH

The researcher, Maricarr Yanga Lustre was born on August 18,1999 in Sapang Jaen, Nueva Ecija. She is the only daughter of Lauro Francisco Lustre and Susana Yangga Lustre. She finished her primary education at San Isidro Central School in Poblacion, San Isidro Nueva Ecija. Her four years in secondary education were finished at General De Jesus College in Vallarta Street, Poblacion, San Isidro Nueva Ecija. The author enrolled at Central Luzon State University in Science City of Muñoz, Nueva Ecija for her tertiary education. At present, she is at her fourth year second semester taking up Bachelor of Science in Development Communication.

The author has leadership experience, being the Managing Editor also a writer and a cartoonist of the TALA Community Newspaper named and built by her groupmates for one of their requirements in the subject Devcom 165: Management and Production of Community Newspaper.

The author exhibits different special skills and interests. She is confident and has a sufficient knowledge in Microsoft Applications, in line with this she also exhibits excellent typing skills. This woman is determined to push herself to the limit. She promised to improve herself as long as she could. She is trustworthy, responsible and patient.

In year 2018, the researcher has attended different seminar workshops such as the 16th Edukcircle Convention on Media Communication and Jiggy Manicad Stories where she met Jiggy Manicad himself. It was all indeed a pleasant experience for the author to have met various artists and respected media personnel from different networks.

ABSTRACT

LUSTRE, MARICARR Y., Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, June 2019. **INFLUENCE OF USING MOBILE PHONE IN THE ACADEMIC PERFORMANCE OF DEVELOPMENT COMMUNICATION STUDENTS IN CENTRAL LUZON STATE UNIVERSITY.**

Adviser: MS. JOY NICOLE G. LUCERO

The study is entitled, “Influence of Using Mobile Phone in The Academic Performance of Development Communication Students in Central Luzon State University”. The study was conducted in Central Luzon State University. The study aimed to determine the influence of mobile phone to the academic performance of the students. It also tried to explore how the different variables such as sex, age, year level, phone model a student possessed, the length and the frequency of mobile phone usage influence the respondent’s academic performance. Complete Enumeration sampling was used to select the respondents of the study wherein the whole population of the third year Development Communication a total of 67 students enrolled in Central Luzon State University for the period of first semester, A.Y 2017-2018 served as the respondents. Survey questionnaire was used as the instrument in data gathering. Findings reveal that the age of the respondents, 22 years old was the oldest age while 18 was the youngest. The majority (65.70%) age of the respondents was 19 years old. Respondents gender were surveyed and majority were females (77.61%) and most of the respondents (31.34%) were receiving a daily allowance of Php 100.00. Majority of the respondents owned and possessed an android phone which was easy to use and did not have many restrictions unlike the iPhone.

Based also on the results there were respondents who can used their mobile phones to the extent of 16 to 18 hours on a daily basis and (59.09%) of the respondents used their phones 7 times a week. Facebook (89.55%) and YouTube (91.04%) were two of the most installed social media applications. The main purpose of using mobile phone for the respondents was that it can be always used as a voice recorder. The respondents answered what benefits they received in using mobile phones such as that phone can help them contact their classmates to ask about their school works fast and that mobile phones help them reach information quickly with the help of Google. The result of the influence of the length and frequency of mobile phone usage to the academic performance of the respondents was all significant.

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