

**SOCIALLY ISOLATED: UNDERSTANDING THE ROLES OF SOCIAL MEDIA  
ON THE FAMILY ATTACHMENT OF HIGH SCHOOL STUDENTS IN  
MARAGOL SCIENCE CITY OF MUÑOZ, NUEVA ECIJA**

A Undergraduate Thesis Presented to the  
Faculty of the Department of Communication and Development Studies  
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In Partial Fulfillment  
of the Requirements for the Degree  
Bachelor of Science in Development Communication

by  
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This undergraduate thesis entitled **SOCIALLY ISOLATED: UNDERSTANDING THE ROLES OF SOCIAL MEDIA ON THE FAMILY ATTACHMENT OF HIGH SCHOOL STUDENTS IN MARAGOL SCIENCE CITY OF MUÑOZ, NUEVA ECUIJA** prepared and submitted by **JOHN VINCENT ESTEBAN CAJUCOM** and **MARK LAWRENZ RAMOS SERIOSA** in partial fulfillment of the requirements for the degree of **BACHELOR OF ARTS IN SOCIAL SCIENCES**, has been examined and is hereby accepted:

  
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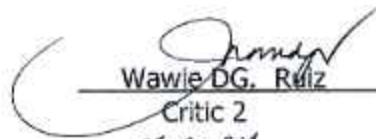
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## THESIS ABSTRACT

1. Title: **SOCIALLY ISOLATED: UNDERSTANDING THE ROLES OF SOCIAL MEDIA ON THE FAMILY ATTACHMENT OF HIGH SCHOOL STUDENTS IN MARAGOL SCIENCE CITY OF MUÑOZ, NUEVA ECija**

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7. Abstract:

### 7.1 Rationale/Background

With more and more people using social media and new technologies and social media sites being created all the time. Access to digital tools and the popularity of social media sites have changed how people connect with each other, especially when they spend so much time on these sites that they stop talking to their family. People who spend a lot of time on social media forget how important it is to spend time with their families and bond with each other. One of the 17 Sustainable Development Goals is "Good Health and Well-Being." This Development Communication research paper will help reach SDG 3 by looking into how students' use of social media affects their relationships with their families.

### 7.2 Summary

The study intends to address the following questions: (1) What is the socioeconomic background of the students at Maragol Integrated School of Science City of Munoz? (2) How many students have access to digital tools and average time spent on social media? (3) How is the relationship between students and members of the family? (4) What is the significant relationship between the excessive use of social media and the Family attachment of the students?

In order to accomplish the objectives of this research, it was carried out at the Maragol Integrated School, located in Barangay Maragol. A total of 127 respondents were determined and chosen via simple random sampling with the assistance of Raosoft. In addition, correlation analysis was employed to interpret numerical data and ascertain the significance of the relationship between the students' family attachment and the excessive use of social media in Barangay Maragol.

### **7.3 Major Findings**

In relation to the socioeconomic background of the participants, the sample consists primarily of females aged 12 to 16 years and males. With a monthly income of less than 5,000 pesos and more than 20,000 pesos, access to digital tools is typically determined by mobile phones and internet connectivity, such as internet subscriptions. The participants allocated an average of less than six hours (6) to social media usage, with Facebook Messenger being the primary platform utilized for communication. Additionally, with regard to their familial relationships, they maintain close bonds despite devoting an excessive amount of time to social media. This is particularly true for those who rely on social media to communicate with their families while apart, particularly during times of separation. Indeed, social media facilitated their continued dialogue. Concerning the correlation between excessive social media use and close familial relationships, the research revealed that there is no statistically significant relationship between the two variables, as the respondents' personal relationships with their families were not impacted.

### **7.4 Conclusions**

Most of the respondents are teenage junior high school students from grade 7 to grade 10, with the ages of 12–16 years old male and female. Their household monthly income ranging from below 5,000php to 20,000php and above. As a result, most of the respondents have access to digital tools since mobile/smartphones are much cheaper than other gadgets. For their connectivity, they mostly subscribe via internet connection. In addition, Facebook Messenger, Facebook, and TikTok are the most commonly used social media platforms, spending average screen time of 4.45 hours per day which can be considered excessive use of social media. Students mainly use it for social and educational purposes.

As regards their social media time spent, it has been found that there is no significant correlation between their family relationship and excessive use of social media. No matter how many hours students spend on social media, it will not affect their relationship with their families. Aside from that, from the reason given by the student, their relationship with their family is still intimate since, aside from their mothers as housewives, their mothers take care of them and communicate with them. The socio-economic profile, access to digital tools and social media,

time spent on social media platforms, and usage of social media does not affect the family attachments that cause them to become socially isolated. As regards that matter, this study answered the hypothesis that there is no significant relationship between excessive use of social media and the quality of intimate relationships among students and family members.

### **7.5 Recommendations**

Based on the results of the data gathered from junior high school students of Maragol integrated high school, Science City of Muñoz, the following are hereby recommended by the researchers.

#### **To the School:**

1. Give importance to integrating digital education, ensuring that students are not only equipped academically but also have the essential digital literacy skills.
2. Collaborate with parents to establish guidelines for responsible social media usage among students.

#### **To the Community & Parents:**

1. To improve awareness of the responsibilities when using digital tools and the internet, develop a digital literacy program for parents and students in the community.
2. About their children's use of social media, particularly the amount of time they spend on it, parents should be cautious and aware. It might also have negative results, especially on their well-being and might also affect their academic performance.

#### **To the Future Student Researchers:**

1. To investigate the long-term consequences of social media use on family relationships and academic performance, future researchers may do longitudinal studies.
2. In order to expand the scope of the study, future researchers can compare the outcomes of Maragol Integrated Junior High School with those of other schools or regions in order to find differences and commonalities
3. Surveys and interviews can be used to determine the feelings of students and their families, while protecting their personal details.
4. Focus groups or other qualitative research methods can be used to better understand the relationships between students and their peers and families in both rural and urban areas.
5. Researchers should partner with local community organizations and schools to gain a better understanding of the unique challenges faced by students.

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