

**RELATIONSHIP OF SOCIAL MEDIA USAGE IN THE AWARENESS LEVEL  
ON INTERNET PORNOGRAPHY AMONG POST-MILLENNIALS IN  
GUIMBA, NUEVA ECIJA**

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### APPROVAL SHEET

This undergraduate thesis entitled **FACTORS RELATED TO THE SATISFACTION LEVEL ON INTERNET PORNOGRAPHY THROUGH SOCIAL MEDIA AMONG POST-MILLENNIALS IN GUMBA, NUEVA ECIJA** prepared and submitted by **ERYCKSON D. VILLANUEVA** partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved.

  
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## BIOGRAPHICAL SKETCH

The researcher is Eryckson D. Villanueva, 20 years old. He is currently living in Pulong Banal, Guimba, Nueva Ecija. He was born on the 19<sup>th</sup> of March, 1998. He is the first child among the four children of Mr. Eric M. Villanueva and Mrs. Ma. Teresa D. Villanueva. He took his elementary education in Guimba East Central School (GECS) and his secondary education in Our Lady of the Sacred Heart College (OLSHCO). He is now studying in Central Luzon State University (CLSU) and taking up Bachelor of Science in Development Communication (BSDC).

The researcher has a big interest in writing poems, songs and stories. In fact, during his first year in college, he took Bachelor of Arts in Language and Literature (ABLL) and shifted into BSDC in his second year. He also has passion for combat sports. He watches combat sports in television such as boxing, Ultimate Fighting Champion (UFC), and OneFC which became his favorite past time. Though he never had professional training, he is still able to learn taekwondo, muai thai, boxing and a little of street fighting. This kind of passion does not make him a violent person. He thinks that this kind of passion could actually help him in reaching his biggest dream. That is to serve his country as a member of the Philippine Army.

He was never a family person. However, his dreams are all for them. To give his parents a beautiful life in the future for all their sacrifices they made to make him a successful person, to help his siblings to reach their dreams as his parents helped him reaching his' and to give a beautiful life to his own family in the future.

## ABSTRACT

**VILLANUEVA, ERYCKSON D**, Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. **FEBRUARY 2019. FACTORS RELATED TO THE SATISFACTION LEVEL ON INTERNET PORNOGRAPHY THROUGH SOCIAL MEDIA AMONG POST-MILLENNIALS IN GUIMBA, NUEVA ECIIJA**

**ADVISER:** Nicole Joy G. Lucero

In today's culture, social media have been playing a great role in people's lives when it comes to communication and information dissemination. In reality, people tend to choose social media as their source of information than the interpersonal communication with the professionals and experts. However, as social media provides benefit and opportunity among its users, it also posts risks. Often, pages in social media are no longer safe from age inappropriate contents such as obscene and sexual images also known as "Internet Pornography".

This study aimed to know the satisfaction level of the post-millennial toward internet pornography through social media platforms. Descriptive type of research was used in this research study. During the data gathering procedure, the researcher used a researcher-made questionnaire. The respondents for this study were selected from five (5) different barangays in Guimba, Nueva Ecija, named; Maturanoc, San Roque, Cawayang Bugtong, Nagpandayan and Lennec.

Findings show that the most used social media platforms by the respondents contains sexually explicit materials, though there are images and videos, these explicit materials were mostly in form of pop ads and links. However, social media usage is only one of the factors that could develop the satisfaction of post-millennial on internet pornography.

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