

**UTILIZATION OF SOCIAL MEDIA AMONG SCIENCE AND NON-SCIENCE  
HIGH SCHOOL STUDENTS IN SAN LEONARDO NUEVA ECIJA**

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**An undergraduate thesis submitted to the faculty of the Department of  
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COLLEGE OF ARTS AND SCIENCES  
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### APPROVAL SHEET

This undergraduate thesis entitled **UTILIZATION OF SOCIAL MEDIA AMONG SCIENCE AND NON-SCIENCE HIGH SCHOOL STUDENTS IN SAN LEONARDO, NUEVA ECIJA** prepared, presented and submitted by **KAREN V. FAJARDO** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.

  
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The researcher is Karen V. Fajardo, 19 years old and currently residing at Barangay Mallorca in San Leonardo, Nueva Ecija. She was born September 15, 1999, the eldest among the two children of Celso R. Fajardo and Pat V. Fajardo. Her younger brother is Edzel Brixter.

She took her elementary in San Leonardo Central School while she finished her secondary education in Mallorca National High School with honor. She is currently studying at Central Luzon State University as a fourth year student taking up Bachelor of Science in Development Communication. She hopes to find a decent job to help her parents and to return the favor for all their sacrifices that they give to her.

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## ABSTRACT

**FAJARDO, KAREN V.** Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines June 2019. **UTILIZATION OF SOCIAL MEDIA AMONG SCIENCE AND NON-SCIENCE HIGH SCHOOL STUDENTS IN SAN LEONARDO, NUEVA ECIIJA.**

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This study was conducted to compare analyze the social media usage and the attitudes of the science and non-science high school students towards the positive and negative effects of social media. The overall purpose of this study was to identify the different social media used by the science and non-science high school students, their time exposure and their attitude towards the positive and negative effects.

Desired data were collected from one hundred students from both science and non-science high schools using the survey questionnaire. This questionnaire includes their socio-demographic characteristics, exposure to social media and their attitudes on the positive and negative effects in using social media.

Results revealed that majority of the respondents used Facebook and Youtube frequently compared to the other social media sites. This study further confirmed that majority of the students from both schools spent at least 3-4 hours in their chosen social media sites. In addition, the study revealed that Facebook and Youtube were the most useful social media sites for the high school students. It also revealed that educational and entertainment contents were mostly search by science and non-science high school students. Students from both schools strongly agreed that through social media they can

access wider learnings and helps them to communicate and connect with their families and friends. Respondents also agreed that improper use of social media can lead to social media addiction.

The study recommends that students should know the proper netiquette and limitations in using social media. Students should set time limit on the use of social media to give more time on their studies. Lastly, students should explore other sites which can provide relevant information needed in their studies.

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