

## **CHAPTER 5**

### **5.1 Introduction**

This chapter focuses on a summary of data findings, conclusion drawn as well as recommendations made based on the findings.

### **5.2 Summary of the Findings**

This study sought to find out the effectiveness of social media in creating HIV/AIDS awareness among college students in PCEA aged 18-24. The finding established that most young adults use at least more than one social media platform and that from time to time they have managed to see content related to HIV/AIDS. Some also indicated that HIV-related topics increased because of social media exposure. However, many stated that they have never shared content related to HIV/AIDS.

In terms of perceived effectiveness, many regarded social media as an effective tool for awareness. However, they also emphasized things such as interactive content, visual and relatable content, especially prevention-focused materials.

#### **5.2.1 Commonly used Social Medias**

Based on analysis, the most used platform is Instagram. This is followed by TikTok, WhatsApp. On this social media, students preferred videos, memes and testimonials as the type of content they would like to see. There is also high interest in youth-centered content. They want content that aligns with trends related to youths. Based on the data, the implication is that HIV/AIDS awareness needs to focus on most used socials as well as adapt youth-centered content with platform-specific style.

### **5.2.2 Effect of Social Media on Behavior Change**

Based on the results, there seems to be a positive effect of social media on behavior change. Most students were knowledgeable about HIV and the prevention measures. A moderate number of respondents indicated that social media did influence them to go testing and that it increased their urge to also learn more about HIV/AIDS. Out of 62,47 also stated that social media did improve their knowledge. This suggests that social media significantly adds to peer engagement, knowledge acquisition as well as personal health actions. Social media helps in normalizing discussions among young adults and encourages decision-making.

### **5.2.3 Challenges and Limitations**

Based on the findings, some of the challenges and limitations noted include things such as stigma, engagement barriers and limited targeted content. However, they provided solutions such as interactive content, youth influencers and the need for frequent campaigns. To overcome such limitations, organizations should include youth-led, inclusive and engaging content.

### **5.2.4 Perceived Effectiveness of Social Media in Creating Awareness**

Most of the youths indicated that social media can be effective or moderately effective. A smaller number of them, however, stated that it's not effective due to factors such as low engagement, inadequate targeted content and/or stigma. Overall, many of the students viewed social platforms as a significant tool for HIV/AIDS awareness. Improvements in messaging as well as reach may improve its impact.

## **5.3 Conclusion of the Study**

The results put forth by this research affirms that social media is very vital in shaping young adult's awareness of HIV/AIDS. These platforms serve as a relatable and convenient medium that can be used for awareness. Through these platforms, challenges such as stigma can be addressed. Additionally, preventative behavior accompanied with targeted content can be used to target young people in creating awareness. Unfortunately, a few of the students expressed their doubt regarding its effectiveness, especially where targeted messaging is limited. The varying levels of engagement and knowledge also suggest that social media alone is not sufficient. Other supportive aspects such as community outreach, peer education, and school programs are necessary in expanding and reinforcing students' awareness.

#### **5.4 Recommendations**



- I. Use of Peer influence – Ensure that young people are involved in awareness campaigns as well as content creation regarding HIV/AIDS.
- II. Include youth-targeted content – Organizations need to collaborate to ensure content is youth-friendly.
- III. Enhance inclusivity – Use formats that include youths with different preferences that may be left out in other type of contents. Include things such as Q&A sessions, challenges, quizzes and webinars to promote engagement.
- IV. Include school-based education- Social media seems to not be enough in ensuring awareness. Students without internet access can benefit from in-person campaigns in school.
- V. Monitor and evaluate progress and impact – regular evaluation of social media programs can highly help in improving message delivery as well as identify places that need improvement or needing further support.