

COLLEGE OF BUSINESS AND ENTREPRENEURIAL TECHNOLOGY

DEPARTMENT OF OFFICE ADMINISTRATION

**SOCIAL NETWORKING SITES USED BY THE  
OFFICE ADMINISTRATION STUDENT OF  
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**ABSTRACT**

As a social networking sites continue to grow in popularity, it is our premise that technology is a vital part in today's students success equation. A survey was administered to a random sample of 150 students on social networking sites use, perceptions of social networking sites communications, and awareness of the impact of a social networking sites in an academic performance and personal development.

Based on the summary of findings the researchers determined that most of the respondents are female and belongs to the age group of 17-19 years old, the time spent on social networking sites decrease as an age of the respondents increase. Most Office Management use social networking site and spent many hours in checking, there was a negative aspects to Office management students use of social networking sites. Researchers concluded that most of the reasons of the Office Management students from using social networking sites are for Educational purposes, but most of the time there was a negative effect using social networking sites to the personality of the students. The researchers recommended that the respondents may be aware of the negative effects of social networking sites that bring image to their personality but also their academic performance and the respondents may limit their social networking sites usage especially when it causes negative chances to their personality.

## **CHAPTER I**

### **THE PROBLEM AND ITS BACKGROUND**

#### **Introduction**

Social networking site is the term used to describe any web page that enables users to create community profiles within that web page and develop relationships with other users of the same web sites who read their account. Social networking sites can be used to describe community-based Web sites, online discussions forums, chat rooms and other social spaces online. Some features included on many sites are instant messaging, video calling, chat, file sharing, discussion groups, voice chats, emails, blogging and so on. Social networking sites are web pages that are made for casual and effective interaction among members. Most social networks are Internet based and aim to provide different and interesting resources on how uses can interact. What attracts people to social networking sites are they are excellent places to stay in touch with friends; especially those who we do not normally see frequently. These sites also provide a forum to discuss or request a number of topics ranging from sports, languages to science and technology or even politics and news.

Social networking sites can become highly addictive enough that people can turn to depend on them for confidence as well as increase personal information about others. It has taken nation by storm making it possible to get

the most accurate and personal information on any one person from their favourite food to what school they are in and even get their sexual orientation in a matter of seconds, sometimes without even having them as a friend or knowing the person. It also gives people a sense of self. It allows individuals the freedom of speech with the ability to allow others to 'like' what they have to say or comment (re-tweet etc.) back almost as if to let someone know if what they think or feel is 'cool' or 'funny' enough. Social networking sights (Kiesbye 2011) reduce productivity and innovation in the work area and can become an enormous distraction amongst co-workers. Many of the websites provide users the option of email notifications and text message alerts to help feed the growing dependency of knowing who is saying what about your status, commenting on a picture or updating their profile. These sights make it almost impossible to escape their anger due to massive advertising and celebrity cameos. They have online contests (ex. the 10000th person to 'like' this page gets a gift card) and giveaways to save luring in different people by the day. In Feb. 2009, Los Angeles Times reported, MySpace identified 90,000 registered sex offenders with profiles on the site, while Facebook declined to reveal how many were available on its site. Even if the sites decide to remove sex offenders, they cannot identify all of them or stop them from creating new accounts (Cited procon.org).

**Theoretical Framework**

Social Networking Theory is the study of how people, organizations or groups interact with others inside their network. Understanding the theory is easier when it is examined by individual pieces starting with the largest element, which is network, and working down to the smallest element, which is the people or users.

Social scientists are concerned with the interactions between each of the members of the network. These connections, called relationships or ties, are at the heart of what social scientists seek to study and understand. Smaller, tighter networks can be less useful to their members than networks with lots of loose connections to individuals outside the main network. In other words, a group of friends who only do things with each other already share the same knowledge and opportunities. A group of individuals with connections to other social world is likely to have access to a wider range of information. It is better for individual success to have connections to a variety of networks rather than many connections within a single network.