

# HOOKED BY THE WWW: A Study of Social Networking

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## ABSTRACT

**Aims:** This study was conducted to determine the participants' experiences and perceptions on the use of SNS. It also looked into how SNS use affects their jobs, personal activities, and studies.

**Study design:** This study used the qualitative method. Open-ended questions were constructed to gather participants' experiences.

**Place and Duration of Study:** This study was conducted among the Information Technology faculty and students University of Mindanao- Digos College. The study was conducted for one semester.

**Methodology:** The open-ended questions were distributed among pre-selected participants online. The responses were analyzed into themes; discussions were provided.

**Results:** SNS use does not affect the jobs, tasks, personal activities, and studies of the participants. It is also revealed that SNS use provides happiness and satisfactions to the participants. The participants' continuous connection with their family members, friends and relatives makes them closer because of SNS. Moreover, participants also build confidence when friends appreciate and affirm their status in the SNS. Further, SNS serves as someone's blueprint or portfolio which shows his/her achievements. Finally, most participants are not bothered by the spending incurred in connecting the internet as long as they can communicate with their families, relatives, and friends in the SNS.

**Conclusion:** Addiction to SNS is indirectly insignificant to the perception of the participants because it only provides happiness, develops self-confidence, retain reputation, not conflicting with participant personal issues. Though the amount that cost the participants to be involved in SNS is not that appealing but still has patronized by the participant because it is the way of nowadays to connect.

*Keywords: Addiction, Social Networking, Internet Technology, Survey-Type*

## 1. INTRODUCTION

With the birth of internet, the huge world unknown to human before has now become reachable though a click of a mouse. Collection of information becomes easily available in a click of a button. However, despite this interesting phenomenon, individuals become hooked to the internet that it they can't get out of it. Goldberg (1996) notices that internet addiction among users has exponentially increasing. Young (1998) mentions that many on-line users

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26 hooked in internet have similar case with that of drug addiction. It results to social and  
27 interpersonal withdrawals (Bai, Lin, and Chen, 2001); psychiatric disorder (Ko, Yen, Yen,  
28 Chen, and Chen (2012); social phobia and hostility (Yen, Ko, Yen, Wu, and Yang, 2007);  
29 and academic, social, and occupational impairment (Young, 1998).

30

31 In the era of new technology, everyone is benefited through communication and updates.  
32 With the use of internet, according to Ellison, Steinfield, and Lampe (2007), individuals  
33 attracts possibilities of employment; increases academic performance (Jackson, Von Eye,  
34 Biocca, Barbatsis, Zhao, and Fitzgerald (2006); enhances the teaching and learning  
35 experiences (Hamid, Waycott, Kurnia, and Chang, 2015); and promotes product to the  
36 consumers (Giri and Pandey, 2013).

37 In recent time, social networks have become increasingly popular, as a matter of fact the rise  
38 and popularity of web sites such as Twitter, Instagram, Facebook, and etc become inevitable  
39 (Kwark, Lee, Park, and Moon, 2010). In an instant, internet users can create profiles and  
40 personal web sites in online communities. This gives them personal self-satisfaction to be  
41 known; to connect and communicate with old and new friends virtually; to obtain and spread  
42 information at high speed; and find individuals with similar interests. According to Kuss and  
43 Griffiths (2011), Social Networking Sites (SNS) are predominantly used for social purposes,  
44 mostly related to the maintenance of established offline networks. Interestingly, Correa,  
45 Hinsley, and De Zuniga (2010) find that extraverts individuals appear to use social  
46 networking sites for social enhancement, whereas introverts use it for social compensation.

47 Each of which appears to be related to greater usage, as does low conscientiousness and  
48 high narcissism. Negative correlates of SNS usage include the decrease in real life social  
49 community participation and academic achievement, as well as relationship problems. These  
50 may be indicative of potential SNS addiction.

51 The use of internet website is commonly observed among the youth, young at heart and  
52 children. These individuals know very well the prevailing effects of the use of internet  
53 however don't entertain the idea because the society does not explore the social and  
54 personal dangers either. According to Labuschagne and Veerasamy (2013), social  
55 networking sites are dangerous because they attached malware that might have great effect  
56 to the personal belongings and might corrupt the individuals' perceptions onto the  
57 importance and benefit of the application.

58 Technology is now used in every field of studies, including Education. But at some point,  
59 does the use technology help students? Most of the students are too hooked with these  
60 social networking sites. As a matter of fact, they are attracted and enticed to use it at any  
61 place and time. Compare before, students copied diligently board tasks; now, students just  
62 take pictures of the board and everything is done in seconds.

63 Several investigations had been done relate to internet addiction; however, those studies  
64 focused on the quantitative aspects. This study focuses on internet addiction using the  
65 qualitative method, thus, it culled out the different personal and anecdotal experiences. It  
66 also looks into the insights gained by the participants on the phenomenon. These what made  
67 this study novel and different from the others.

68

## 69 **1.1 Relevant Literature and Studies**

70 This study is anchored on Turel (2015) proposition which states that the increase in hedonic  
71 Information System (IS) activity means an experience of those types of behaviors that  
72 engage only in pleasure-oriented in IS. The proposed model implies that the fast increase in

73 Facebook use influences future use and builds addiction. The proposition focused on the  
74 level of addiction on the Social Networking Sites but was not deeply explained what is the  
75 effects of this phenomenon to other factors that lead to addiction.

76 In this study, the focus was on how the over indulgence to SNS affected the perception of  
77 the users regarding job and task performance, studies and personal activities. Various  
78 studies in regarding the use of SNS of different authors offered interesting results. **Satici,**  
79 **Saricali, Ahmet, and Capan (2014)** find positive correlation between Facebook addiction and  
80 psychological vulnerability and negative linked with social competence. **Abdulahi, Samadi,**  
81 **and Gharlegghi (2014)** claim that 47% of Malaysian spends so much time using Facebook.  
82 On the other hand, **Jafarkarimi, Sim, Saadatdoost, and Hee (2016); Young (1998)** mention  
83 that great exposure to internet and Facebook leads to obsession. Further, **Ledbetter, Mazer,**  
84 **DeGroot, Meyer, Mao, and Swafford (2011)** aver that individuals, who usually use Facebook,  
85 are those with strong social closeness including friends, romantic partners, and family  
86 members. **Frampton and Child (2013)** observe working professionals with high levels of co-  
87 worker communication use usually Facebook as means of communication. Likewise, **Smock,**  
88 **Ellison, Lampe, and Wohn, (2011)** say that family members who value communication  
89 consider Facebook as a tool for inter-change of ideas. Thus, **Chen and Lee (2013)** believe  
90 that internet or Facebook use trade-off between time spending online and face-to-face  
91 with family and friends.

92 Other studies showed that SNS use negatively link with academic performance (**Jacobsen**  
93 **and Forste, 2011**); excessively use SNS hinders spending on other tasks (**Baker and White,**  
94 **2011**); too much time use on SNS interrupts individual's concentration (**Weber, 2012**). On  
95 the lighter side, individuals experience happiness and excitement when they use SNS (**Kim,**  
96 **Shim, and Ahn, 2011**); and life satisfaction, and psychological well-being (**Doğan, 2016**)  
97 However, exposure to SNS likely results to cyber bullying (**Wong and McBride, 2016**).

## 98 **1.2 Research Assumption**

99 The researchers believe that internet addiction is a specific phenomenon measured by the  
100 magnitude of a person's usage based on his/her interests and needs. They are hooked to  
101 the social networking sites because they wanted to be connected with others, to be known to  
102 the community; to present or search ideas and opinions, to update on current events, to  
103 gather academic materials, and many more. As they indulged into these activities, they  
104 become addicted for they find doing these things pleasurable and rewarding. Thus, it was  
105 assumed that internet addition was a mindful action and not out of ignorance.

## 106 **1.3 Significance of the Study**

107 The general purpose of this research was to explore the participants' experiences on social  
108 networking sites. In particular, it dug the significant reasons why the participants were  
109 hooked with social networking sites based on their perception towards their interest, usage,  
110 and needs. It also looked on how the obsession on social networking affected their work,  
111 studies and personal and inter-personal relationships that may have impact on their  
112 respective behavior.

## 113 **1.4 Research Questions**

114 The study was conducted to explore the addiction of faculty and students in Social  
115 Networking Sites among the Information Technology Education Department in University of  
116 Mindanao Digos College. Particularly, this study sought answers to the following questions:

- 117 1) What are the perceptions of the participants towards Social Networking Sites  
118 regarding interest, usage and personal needs?
- 119 2) How do these indicators affect the participants regarding work and class  
120 performances and personal aspects?
- 121 3) What is the prevailing factor of the respondents based on their respective perception  
122 towards Social Networking Sites that greatly affect their interest, usage, and needs  
123 for a personal aspiration?

## 124 **1.5 Research Objectives**

125 The objective of this investigation was to investigate the addiction of teachers and students  
126 in Social Networking Sites and to:

- 127 1) evaluate the perception of the participants towards Social Networking Sites  
128 regarding work, studies and personal aspect and its effects to their productivity and  
129 efficiency;
- 130 2) appraise the perceptions of the participants towards Social Networking Sites  
131 regarding interest, usage, and needs regarding personal satisfaction; and
- 132 3) develop a map on the participants' occurrence in using the Social Networking Sites  
133 that would classify them to be addictive.

## 134 **2. METHODOLOGY**

135 This part shows the research participants, research instruments, and the research design  
136 and procedures.

### 137 **2.1 Participants**

138 Most of the participants for this research were selected Information Technology faculty and  
139 students of the University of Mindanao - Digos College. Moreover, the participants were  
140 students researchers, IT teachers, and students. They were pre-selected using the online  
141 survey questionnaire in Facebook and Google.com apps.

142 Students who received the survey questionnaires forwarded the same to their list of friends  
143 online following the snow ball sampling or the chain referral sampling. One Hundred Fifty  
144 (150) participants responded to the deployed tool using Google and Facebook. Five (5) of  
145 those response came from the faculty, and one hundred forty-five (145) were from the  
146 Information Technology students.

### 147 **2.2 Research instrument**

148 The researchers created a questionnaire to capture the experiences of the SNS users. The  
149 questionnaire, Users' Feedback Questionnaire (UFQ) was validated and approved by a  
150 panel of experts. It consisted of eight open-ended questions which could be answered in  
151 essay. The first question dealt with the effects of using the SNS in work, studies and  
152 personal aspects. The second item looked into the satisfaction felt by the participants in  
153 connecting with family, friends, and relatives. The third item inquired on the personal  
154 intentions on gaining self-confidence. The fourth questions explored the productivity of the

155 participants when using SNS at work or studies. Related to question four, question five  
156 delved on the importance of setting the tasks. On the other hand, question six dug into the  
157 efficiency of the participants towards the task. Question seven explored the aspirations of  
158 the participants by documenting their ambition in the presence of SNS and lastly, question  
159 eight scrutinized the effect of SNS to the participants' health. The questionnaire was  
160 developed using English and translated into the Cebuano for the participants to easily  
161 comprehend the meaning of the questions.

## 162 **2.3 Research Design**

163 The study used of qualitative research following the ethnographic design that explores the  
164 common knowledge of a group of people or culture. [San Jose, Bahket and Ali Alsalhi \(2017\)](#)  
165 mention that qualitative method's focus is to determine the importance of persons'  
166 experiences; elaborate personal confessions, narratives, and reflections ([Brinkman, 2014](#)).  
167 In this study, researchers examined the Information Technology faculty and students.  
168 Thematic analysis was used to analyze the information gathered. The thematic analysis  
169 involved emphasizing, pinpointing, examining, and recording the patterns of themes. The  
170 themes were patterned across the information obtained. The identification of the core ideas  
171 of the statement was manually identified. In analyzing the information, the researchers used  
172 the free trial version of the QDA Miner Lite. QDA Miner Lite is a free and easy-to-use version  
173 of the popular computer assisted qualitative analysis software that can analyze textual data  
174 such as interview and news transcripts, open-ended responses, etc. as well as for the  
175 analysis of still images ([Provalis Research, 1989](#)).

## 176 **2.4 Data Gathering Procedure**

177 The following steps were undertaken by the researchers to gather the necessary information  
178 for the study.

179 Self-formulated (UFQ) questionnaires were distributed through Facebook to selected  
180 Information Technology faculty and students. The reference questionnaire sought to gather  
181 the perception of the participants on the usage of social networking sites.

182 After collecting the responses of the participants, the researchers reviewed all answers and  
183 determined the result of the participants' social networking usage. The results of the study  
184 were analyzed through thematic analysis using QDA Miner Lite.

## 185 **3. RESULTS AND DISCUSSION**

186 This part shows the results of the information gathered from the participant. The  
187 presentations of answers were in narratives. In particular, the results answer the three  
188 research questions: what are the perceptions of the respondents towards Social Networking  
189 Sites regarding work, studies and personal aspect?; what are the perceptions of the  
190 respondents towards Social Networking Sites regarding interest, usage, and personal  
191 needs?; and what is the prevailing factor of the respondents based on their respective  
192 perception towards Social Networking Sites that greatly affect their interest, usage, and  
193 needs for personal aspirations?

### 194 **3.1 Work, Studies and Personal Aspects an SNS use**

195 Majority of the participants believed the use of SNS did not affect the performance of their  
196 jobs, completion of their tasks and studies, and personal relationships. One of the  
197 participants mentioned that the use of SNS did not affect him because of his ability to

198 manage and balance his schedules. He set time for SNS, studying and even hanging with  
199 friends

200 *"No, actually, because even with social media I can still manage to balance*  
201 *my time on studying and hanging out with my online friends. Studying*  
202 *(school; weekdays) -5 hours in the morning plus 3 in the evening. Facebook*  
203 *and Instagram- usually 3 hours after noon break (cellphone)."* **Res10016**

204 Another participant shared that the use of SNS did not have any effect by illustrating that  
205 there was always time for everything.

206 *"No, because i have time for my work in house or in school works and i*  
207 *manage my time on using in a networking sites like Facebook and*  
208 *Instagram."* **Res10025**

209 Similarly, one respondent said that the use of SNS did not affect him at all as he seldom  
210 opened his account and he made it sure that he finished his tasks before opening the SNS.

211 *"No. It does not affect in my time, because I seldom use social media. I*  
212 *always do my work before I visit my facebook."* **Res10048**

213 The answers of the participants insinuated that SNS use could have no effect on someone's  
214 works, jobs, studies and relationship if he or she had time management. Thus, it implies that  
215 SNS users need to be conscientious in their actions. **Kim and Chung (2014)** point out that  
216 being conscientious promote job performance. Moreover, the researchers believed that the  
217 nature of the participants' jobs and tasks influenced them to think that the use of SNS didn't  
218 affect them because exposure to the internet was inevitable for them as IT teachers and  
219 students. Variantly, few participants believed otherwise. The said the SNS use greatly  
220 affected in the accomplishment of the tasks. However, there were few participants who  
221 believed that SNS use affected their studies.

222 *"Yes it affects basically because those others task that I can do, I will not be*  
223 *accomplished because I Love using FACEBOOK almost every day and I*  
224 *cannot focus on my homework."* **Res10057**

225 Previous study shows that there is a significant negative association between SNS use and  
226 academic performance (**Jacobsen and Forste, 2011**). However, recent study reveals the  
227 contrary, that SNS use enhances someone's job performance and achieve better marks  
228 (**Kwahk, and Park, 2016; Lambic's, 2016**).

229 In terms of the length of time the participants spent in the use of SNS, they had variant  
230 answers. Few can spend the entire day while others spent less.

231 *"Yes, more than 8 hours every day."* **Res10001**

232 *"Yes, it affect my time allotted in my work job. It is almost 2 hours and*  
233 *30minutes."* **Res10051**

234 The responses of the participants on the length of time they spent on SNS use was beyond  
235 findings of **Jelenchick, Eickhoff and Moreno (2013)** of 28 minutes median with an  
236 interquartile range of nine to 54 minutes per day. This indicates that the participants  
237 excessively use SNS. **Baker and White (2011)** state that too much time consumed in SNS

238 distract spending on alternative activities. On the other hand, [Weber \(2012\)](#) points out that  
239 excessive time use on SNS potentially interrupts concentration.

240 In summary, majority of the participants believed that SNS use did not necessary affect the  
241 performance of their jobs, tasks, and studies. Only few participants find it otherwise. On the  
242 other hand, the participants spend too much time in use of SNS every day. However, they  
243 could not consider whether they were addictive to SNS or not because SNS use was part of  
244 their jobs as IT teachers.

### 245 **3.2 Happiness in using SNS**

246 Generally, the participants found happiness and satisfaction when they use SNS. The SNS  
247 connected them to their love ones such as family members, relatives, and close friends who  
248 were in other country. The SNS was the only accessible medium.

249 *"I am happy in terms of family relationships because through social*  
250 *networking i can be able to communicate with my loved ones even though*  
251 *they are out of the country, we could still chit-chat and talk about things just*  
252 *as if we are in the same place. I can bond with my family in just one click*  
253 *and i can talk to them all day long because of social networking."* **Res10081**

254 One participant revealed that he could not measure his happiness whenever he was  
255 connected with his parents through SNS. Also, he was glad when he bonded with his  
256 classmates, relatives, and friends because he remembered his shared happiness with them.  
257 This shows that SNS becomes the means of connection between and among individuals.

258 *"I am so happy that anyone cannot measure. Although my parents are*  
259 *separated, I still feel that they are always at my side watching and that also*  
260 *added to my happy memories together with my classmates, relatives and*  
261 *friends."* **Res10082**

262 Other participant shared that through the SNS, he could share openly his difficulties, could  
263 link with his family members, could enjoy his friends company, could converse with co-  
264 workers. These things pleased him and it was possible by the SNS. Several investigations  
265 revealed that SNS use is significantly correlates with self-disclosure ([Wang, Jackson,](#)  
266 [Gaskin, and Wang \(2014\)](#)); happiness is positively relates to SNS use and excitement is  
267 positively link to IT ([Kim, Shim, and Ahn, 2011](#)); SNS use, happiness, life satisfaction, and  
268 psychological well-being are interrelated ([Doğan, 2016](#)).

269 *"Through sharing our problems, bonding with in the family, hang out with*  
270 *friends, and communicating with my co-worker because with that situation, I*  
271 *will be gaining more interest with them through their lives and with that way,*  
272 *it makes me happier!.."* **Res10085**

273 Through the SNS, family members could still share their dilemmas in life. The SNS became  
274 an instrument where family members could talk and listen with each other. They felt happy  
275 when they received updates about their family and friends.

276 *"I really need it most by communicating them in terms of problems and*  
277 *News therefore i am really happy....."* **Res10039**

278 In summary, the main reason of the participants in using the SNS was to connect with their  
279 loved ones. It became a conversation platform where they could have exchanged of ideas,

280 views, and opinions. These interconnections made the participants felt fulfilled and gratified.  
281 It implies that the participants would not mind spending long time in SNS as long as they  
282 could connect with their loved ones.

### 283 **3.3 Self Confidence in using SNS**

284 Normally, there are reasons why users use the specific application in the internet. They use  
285 SNS to gain, connect, and share with friends. Wang, Jackson, Wang, and Gaskin (2015)  
286 aver uploading content and interacting with online friends significantly promote self-  
287 confidence of the users. Evidently, the researchers observed that there were those  
288 individuals who boast their uploaded photos in the FB especially when friends gave  
289 confirmations and positive comments.

290 The result of this study generally showed that the participants boosted their moral and self-  
291 worth when their uploaded photos and written comments were appreciated by their friends.

292 *"If it is used in the proper way it can increase self-confidence because most*  
293 *of the basic needs, especially students, is given by the Site." Res10139*

294 *"For me, it kinda boost your self confidence, because if people see you*  
295 *doing so well in your life and you post it on Facebook, the compliments you*  
296 *get can affect your mood, thus boosting your self confidence." Res10127*

297 The participants were also certain that the SNS can make them a person that has self-  
298 confidence through diverting their attentions to the pictures and updates. Watching pictures  
299 that were pleasing made them realized that they had also the right to be happy by updating  
300 their knowledge about the new things that were present in the site.

301 *"sometimes it boost my my self confidence because it helps you to know*  
302 *something new, or helps you to update and aware different things in the*  
303 *world." Res10136*

304 Definitely, the comments of affirmation gave high spirits to the participants. Kraut (2016)  
305 mentions that posts may confirm one's self-presentation goals, thus, increases self-confident  
306 and affirmation.

307 *"Yes, it boost my self confidence especially when I visit my facebook*  
308 *account when posting, uploading pictures having positive comments or*  
309 *like.:" Res10098*

310 It was also mentioned that SNS use could build someone's confidence when friends connect  
311 to his/her profile and made appreciations on his/her roles and functionality; thus, made  
312 him/her more attractive and presentable.

313 *"Yes, because using social networking sites. You can communicate to them*  
314 *using accounts not personally. Even though your words are wrong in*  
315 *communicating. You can correct it first and then send. also having a avatar*  
316 *like profile pictures helps also boost self confidence." Res10121*

317 Thus, providing favorable characteristic or functionality made someone check or even  
318 double check the things he/she had posted. It could give him/her opportunity to post more  
319 about himself / herself such as events and updates which he / she believed to be of interest  
320 to the readers.

321 Typically, other participants believed that SNS use didn't promote self-confidence at all.  
322 They were in doubt because of the presence of scammers who gathered information to be  
323 used in their fraud activities.

324 *"For me not all times that social networking can give me a self confidence*  
325 *because now adays so many people to use a scam. But sometimes social*  
326 *networking also can help people to know more and it can be easy to see*  
327 *and gather information."* **Res10079**

328 Other participant believed that SNS use never gave boost of his/her moral rather the  
329 opposite because of cyber bullying. Thus, he/she decided to stop making posting,  
330 uploading, commenting, and updating. It implies that it better for him/her to become passive  
331 user and be an observant. **Wong and McBride (2016)** find that frequent SNS users are more  
332 likely to be cyber bullied while Wright (2018) mentions that cyber bullying victimization  
333 increases when someone indulge into SNS use like chat rooms, messenger, and FB.

334 *"Actually no, maybe it depends on how are you gonna use it. But for me it*  
335 *never boosted my confidence because cyber bullying exists even on the*  
336 *other side of the screen. So as it is, I tend to just refrain from posting and*  
337 *commenting to prevent issues."* **Res10016**

338 Some participants thought that SNS use didn't necessarily promote self-confidence of the  
339 users because self-esteem was nurtured and manifested in the real world not in virtual  
340 reality. It was being built and developed to a realization of oneself and manifested through  
341 constant affirmation of self-image which transcribed in the outside physical attribute.

342 *"For me using social networking site will not boost my self confidence.*

343 *"let us say we can express our own thought by using social media sites by*  
344 *posting it through facebook but we can gain self confident by being*  
345 *ourselves always and not by the use of social media :)"* **Res10059**

346 Also to have a self-confidence was to be yourself and not with a constant appreciation of  
347 others that could misled the users' perception on his or her perception on self-confidence.

348 *"No, because even if we use Social Networking sites we cannot build a self*  
349 *confidence by posting in a photos or your status on facebook or in instagram*  
350 *but if people will look at you in person, like you are presenting in front of*  
351 *many people you still get nervous and makes you feel not confident."*  
352 **Res10059**

353 Other participants also reiterated that it was not the SNS that gave someone self- confidence  
354 because it didn't have a face-to-face confrontation with the specific person. It was illustrated  
355 in their answers that a confrontational realization gave confidence because real feelings  
356 were involved. SNS's compliments and comments were unauthentic, unreliable blank words  
357 with less warm and less emotion and can't be confirmed. Complements were best done  
358 personally not virtually.

359 *"no,, it doesn't. in fact it reduces self confidence when you are using it to*  
360 *tell anyone your thoughts not in person."* **Res10046**

361 In summary, many of the participants believed that SNS increased their self-confidence by  
362 the positive comments they received from their virtual friends; however, other participants

363 believed otherwise. They argued that SNS used didn't promote self-esteem because they  
364 believed that scammers abound the site. Likewise, other participants believed that SNS was  
365 the venue for cyber bullying. Interestingly, others felt that the comments given by individuals  
366 in SNS were just mere emotionless and worthless words. They preferred to receive the  
367 comments personally.

### 368 **3.4 Reputation in using SNS**

369 Typically, the participants claimed that SNS could be the basis of someone's integrity. Their  
370 reputations were evident on the comments they supplied and on the judgment they gave. It  
371 was also seen on how they handled certain situations illustrated in the SNS. It implies that  
372 someone's thought matters in the determination of maturity and reputation in the SNS.

373 *"Significantly. Your integrity and everything you are affects the way you work*  
374 *and the environment you are into. Your reputation defines the quality of your*  
375 *work and your attitude towards it."* **Res10004**

376 Interacting with people of reputation in the SNS was significant to the students for them to  
377 learn how to make good and fair comments and judgment. Thus, they could be selective and  
378 reflective on the words they would give.

379 *"Yes if you are a teacher. It depends on how you handle the situation."*  
380 **Res10005**

381 Other participants mentioned that SNS could be a tool to ruin someone's reputation. They  
382 revealed that there were instances when someone put comment ridiculing a certain person  
383 and exposing his/her misconduct. In an instant, someone's personality was shattered. This  
384 situation was commonly happened when someone was given a task and was not complied  
385 on time.

386 *"Reputation of every one is very important but its really depends on how the*  
387 *people accept you for being who you are. in the first place you are working*  
388 *on that particular job and being yourself its really depend on how the people*  
389 *accept you and trust you and area"* **Res10059**

390 The respondents claimed that SNS was a blueprint of a person's experience and it could be  
391 traced on the specific activities he/she made like posting, commenting, and sharing. Also,  
392 someone's profile or account could be considered not only as a reputational qualification but  
393 also a portfolio of personal achievements and challenges of the user. This was illustrated  
394 when other users confirmed someone's claims and actions. (sns truthfulness of profile)

395 *"Yes, because the reputation we have is the biggest role to be used for*  
396 *work. In here we will be known by our employer or our future employer."*  
397 **Res10061**

398 In bird's eye view, the participants believed that SNS could make or break someone's  
399 reputation. SNS could be a tool for confirming someone's personality but it could also be  
400 used to disgrace someone. In particularly, someone's profile in SNS could be a blueprint of  
401 his/her personality; however, its authenticity remained in questions if nobody would  
402 confirmed it.

### 403 **3.5 Financial Stability in using SNS**

404 The researchers observed that avilment of internet connection in the Philippines cost a lot.  
405 A Php 200 load lasted for five days. Others may availed the free data of the  
406 telecommunication sharks provider that made the bandwidth limited and no clear display of  
407 the best SNS graphical user interface. This could be the reason why others were so concern  
408 with the amount they spent to access the SNS.

409 Surprisingly, other participants claimed that money was not a factor in connecting to internet.  
410 They believed that the money they spent for the connection was surpassed by the benefits  
411 and satisfaction they got when they use the SNS.

412 *“Social networking sites really don't affect my financial stability. I don't really*  
413 *spent much of my time in SNS except if there are something i need to ask or*  
414 *something i need to know” Res10117*

415 Variantly, other participants believed that the SNS could bring satisfaction and happiness  
416 through communicating with their family who were working abroad and they would not mind  
417 spending money. It implies that the participants value family relations more than the money.

418 *“For me it is not a problem when it comes to the use of networking sites*  
419 *since they are not a great loss to me if I do not open for example my*  
420 *facebook account.” Res10061*

421 Campus wide wifi zone was not available; hence, teachers and students need to find ways to  
422 be connected with the internet. However, loading a pocket wifi was not favorable because,  
423 the signal was slow and the rate was expensive.

424 *“I spent 500 to 1000 a month using Social Networking.” Res10054*

425 Thus, teachers and students had no choice but to avail pocket wifi to be connected. As a  
426 result, the participants were forced to spend much money for connection.

427 *“Social Networking Sites affects my financial stability through surfing the net*  
428 *in the netcafe per hour rate payment) which may cause P1800 in a month.”*  
429 **Res10024**

430 Although the participants spent much money and issues for internet connection, they took a  
431 blind eye on them because of their desired to be connected with the SNS.

432 *“It affect in way loading in a long time and I really spend a lot of money of*  
433 *waiting on it....10% of my money spend in one month...” Res10111*

434 *“It really affects our financial stability because using a social networking*  
435 *sites we can be able to communicate and do our jobs, especially me and my*  
436 *brother because we tend to have some businesses through online.”*  
437 **Res10113**

438 *“It really affects our financial stability because everyday we are using*  
439 *connection in our house” Res10124*

440 *“Social networking sites really affects me because of the money I spent just*  
441 *to be connected” Res10116*

442 Even though many participants revealed that connecting to the internet was  
443 financially draining, they had no options but to spend and be connected. It was their  
444 desire to communicate with their friends, families, and colleagues that urged them to  
445 do so. It was only few participants who claimed that money was not an issue.

#### 446 **4. CONCLUSION**

447 It is revealed that SNS use does not affect the jobs, tasks, personal activities, and studies of  
448 the participants. It implies that SNS use has become a normal activity for the participants  
449 because they are inclined to technical skills and the fact that they are IT individuals. It further  
450 shows that addiction in SNS does not depend on individuals' professions. It is also revealed  
451 that SNS use gives happiness and satisfactions to the participants. The participants'  
452 continuous connection with their family members, friends and relatives makes them closer  
453 because of SNS. This characteristic is a typical of Filipino's strong family ties. Moreover,  
454 participants also build confidence when friends appreciate and affirm their status in the SNS.  
455 It shows that SNS is a virtual venue which psychologically affects someone's view of  
456 himself/herself. Further, SNS serves as someone's blueprint or portfolio which shows his/her  
457 achievements. Thus, the SNS users can gain reputation by the information they post in the  
458 site. Finally, most participants are not bothered by the spending incurred in connecting the  
459 internet as long as they can communicate with their families, relatives, and friends in the  
460 SNS. This implies that the participants give more value on relationships than money for  
461 money can be found but relationships can't.

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476 **COMPETING INTERESTS**

477

478 Authors have declared that no competing interests exist.

479

480 **AUTHORS' CONTRIBUTIONS**

481

482 'Noel P. Sobejana' designed the study, performed the statistical analysis, wrote the protocol,  
483 and wrote the first draft of the manuscript.

484

485 'Ariel E. San Jose' edited the study, managed the literature searchers, and enriched the  
486 results and discussions

487

488 All authors read and approved the final manuscript.

489

490 **CONSENT**

491

492 All authors declare that 'written informed consent was obtained from the patient (or other  
493 approved parties) for publication of this case report and accompanying images. A copy of  
494 the written consent is available for review by the Editorial office/Chief Editor/Editorial Board  
495 members of this journal.

496

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659 **APPENDIX**

660 Appendix A: Users' Feedback Questionnaire

661 Appendix C: Participants Consent

662