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## **ABSTRACT**

MERVIN JAY Z. SUAYBAGUIO, University of the Philippines Open University, Los Baños, Laguna. May 5, 2012. A PERCEPTION SURVEY ON THE INFLUENCE OF SOCIAL MEDIA ON THE ACADEMIC PERFORMANCE OF PUBLIC HIGH SCHOOL SENIOR STUDENTS IN TAGUM CITY

*Key Words: social media, perception, influence*

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Filipino students have become more and more active in using social media sites. Two of the most popular among these sites, Facebook and YouTube, are of the interest in this study. Several studies have been conducted to examine the impacts of the active use of social media to the academic performance of the students. However, these studies were not able to produce results from which generalizations as to the negative and positive effects of the use of these social media sites can be derived. In the absence of these generalizations, this study looked into the specific case of some groups of students in Tagum City.

As analyzing the influence is deemed to be a complicated measure, this study aimed to at least cover the preliminaries, that is, user perception. A perception survey was conducted. From which, students conferred that the effects of social media in their studies is mostly positive. It has been deduced as well that though social media pose negative impacts, it is mostly due to the lack of the sense of responsibility of the user, and the lack of accountability from the parents, guardians, and mentors. It is thus recommended, that as in all good things concerning the youth, moderation is the key and parental guidance is advised.