

THE PSYCHOLOGICAL THREATS OF SOCIAL MEDIA ON THE BEHAVIOR OF SENIOR HIGH SCHOOL STUDENTS IN PRIVATE SCHOOLS IN MANILA FROM EXPERTS

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Abstract

This research aims to explore and examine the various psychological threats of social media in the behavior of Senior High School students in private schools in Manila according to experts. Using the qualitative design of the research, the data is collected through individual interviews with experts in the field of Social Science, in particular guidance counselors and psychologists. Experts have analyzed the various effects of social media on the current psychological well-being of Senior High School students. It is known that social media has a major influence on student behavior because of the way it displays other people's posts, reactions, and comments based on their preferences or interests. Results show that students experienced anxiety and depression due to pressure to communicate with their peers and adhere to social norms. This proves to be a bad thing due to the excessive interest in technology, particularly in the use of social media. This damages the psychological health of the students, such as having poor changes in behavior and attitude toward others or having low self-awareness.

Keywords: Social Media, Senior High School Students, Psychology.

Introduction

Social media is one of the web-based communication tools that allows people to communicate with each other by sharing and using information. (Daniel Nations, 2023) There is no denying that social media continues to spread worldwide and that many more people are using it. Filipinos spent only a few hours scrolling and watching on social media before the spread of the epidemic, but now it is more noticeable. Based on information collected from Philstar.com, Filipinos spend an estimated four hours and fifteen minutes on social media a day (2021). Social media has a variety of applications such as YouTube, Facebook, Instagram, Twitter, and more. Of these applications, YouTube is the most frequently used by Filipinos because, in a year, an individual uses it for about 11 days and 14 hours, Facebook has nine days and 18 hours a year of use, and WhatsApp has 9 days and

17 hours per year. TikTok is in fifth because, in one year, users who use it reach six days and 16 hours (PhilStarLife, 2022). According to the blog from Meltwater, the majority of the population in the Philippines, more than 116.5 million, who use social media are 13 to 17 years of age with the number of 9.6 percent, and 18 to 24 years old with that number of 30.6 percent using social media. In contrast, 72.5 percent use social media to communicate in different parts of the world.

The tremendous influence of social media on everyone today cannot be overlooked. However, due to its rapid spread, social media has had a negative impact on its users, especially students. Many students today spend their own time sharing or getting likes on their posts. According to Jena Hilliard, Theresa Parisi, and Dr. Ashish Bhatt, MD, "Social media addiction is a behavioral addiction

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that is characterized as being overly concerned about social media, driven by an uncontrollable urge to log on to or use social media and devoting so much time and effort to social media that it impairs other important life areas.”

While social media is becoming increasingly dangerous to its users, the Philippine government has put in place several ways to combat the problem. Just like the Republic Act No. 10173, better known as the Data Privacy Act, it is a law that aims to protect all types of information, whether private, personal, or sensitive. This is meant to cover both natural and legal persons with the processing of personal information. (Data Privacy Philippines, n.d.). Also add the Cybercrime Prevention Act of 2012, which helps to establish the response to crimes committed in cyberspace and the use of Information and Communications Technologies or ICTs. The law is divided into 31 sections divided into eight chapters, which criminalize some forms of abuse (Foundation for Media Alternatives. 2018). These are only a few of the laws enforced to improve the lives of netizens on social media, but no such action is being taken by the government to combat social media addiction. This is one of the problems that this research wants to assess. The researchers want to shed light on the various psychological effects provided by social media. It also highlights some research gaps in research that other studies have not addressed.

This research focuses on the psychological effects of social media on the behavior of Senior High School students in private schools, according to experts. The researchers have observed that most research often focuses on the emotional, social, etc. effects or generalizes the effects of social media on individual students. As a result, no more in-depth research has taken place. With this knowledge, the researchers made the main objective to seek feedback from experts about the psychological effects of social media on students. In simpler terms, it emphasizes an aspect that triggers the behavior of students. This research is important because it can be the basis for more in-depth studies by experts to provide them with solutions to solve this problem. This research can also provide parents and students with an insight into how social media has influenced behavior so that they can take action against it.

The research “Social Media Platform and its Impact on the Academic Performance of Senior High School Students in the New Normal Learning System,” written by Michael Jacinto, Kyle Molina, Joshua Jungco, Angelica Cardano, Jasper Berbosco, Azalea Vargas, John Bautista, Rick Espinosa, and Christopher Francisco (2021), shows the aim of finding out whether students’ use of social media platforms affects their academic performance in the

new normal learning system. They also warned that the use of social media platforms has both good and bad results for students. Some found it helpful in terms of communication, and some thought it caused poor quality of student sleep, but in general, their studies showed that social media had little effect on students’ academic performance. The research gap that this research wants to address is their way of obtaining data. They attached importance to the impact of social media on students’ output, but for the research, they wanted to pay attention to the psychological barriers by which social media affects students’ processes and their behaviors.

The research by Miao Chen and Xin Xiao (2022) is entitled "The Effect of Social Media on the Development of Students’ Affective Variables." In this research, it was shown that the use of social media elevates students after they are influenced by globalized ways of communicating as well as the post-pandemic rush that resulted in using many social media platforms for education in different areas of study. Their study was conducted to explore the potential impact of social media on the emotional qualities of students. This paper examines the findings of researchers about other published research to shed light on the potential positive and negative effects of the widespread use of social media on the emotional health of students. As this study focuses more on emotional disadvantages, the psychological effects of social media are undermined. The researchers want to pay more attention to the psychological disadvantages of social media, so this is one of the research gaps that researchers analyze in their studies.

The study conducted by Jacod Amedie (2015), entitled "The Effect of Social Media on Society," aims to provide data from many studies conducted by many academies in different environments to give a clear picture of the sociological threats of social media in three main areas. The first is that social media promotes a thoughtful feeling of online “connection” and superficial friendship that leads to emotional and psychological issues. The second negative impact of social media is that a person is easily addicted, stealing their family items and personal time, as well as removing their social skills and encouraging anti-social behavior. Lastly, social media has become a weapon used by terrorists, pedophiles, and criminals to carry out their prohibited activities. The research gap that this study wants to focus on is the dependence on the social threats that social media presents to people. The research aims to examine the close connection between the psychological aspects of social media in students and why they happen.

The study conducted by Muhammad Mobeen, Hamza Farooq, Muhammad Awais Afzal, Ahmed

Rohail Awan, and Muhammad Usman Shahid (2022) is entitled "Impact of Media on Human Behavior and Attitude." This study focuses on the good and bad effects of social media on people's lives. More specifically, they wanted to examine the impact of social media on their behavior. Their findings showed that almost 74.1% of their sample thought that they were spending too much time on social media and may or may not want to reduce this rate. They showed that the experiences of their respondents were almost purely positive, with only a few of them experiencing negative. It shows that there are positive aspects of social media that frustrate its users, but they emphasize that its negative aspects should not be forgotten either. The research gap in this study was the way they treated the variables; it was too wide, and they did not incorporate all the arguments affecting the study. In conclusion, this research wants to examine the research gap by paying attention to how psychological disorders affect people's behavior.

"Social Media Use and Its Connection to Mental Health: A Systematic Review" is research by Fazida Karim, Azeezat Oyewande, Lamis Abdalla, Reem Chaudhry Ehsanullah, and Safeera Khan. (2020). This is about social media analysis and its link to mental health. Take the authors of fifty (50) studies to further assess their quality regarding the link between social media and mental health. Out of fifty (50) researchers, sixteen (16) were selected, and it was found that eight (8) were cross-sectional studies, three (3) were longitudinal studies, and two (2) were qualitative studies. In recent times, social media has gained a great deal of popularity, and this research shows that many studies have shown the deep connection of social media to human mental health. However, the authors cannot draw profound conclusions due to a lack of qualitative research. The authors recommend doing more qualitative research to better understand the motives that will help to show why social media has negative effects on people's mental health (2020).

The article "Is Social Media Threatening Teens' Mental Health and Well-Being?" from the Columbia University Irving Medical Center (2022) describes the negative impact of social media on young people's thinking and well-being. According to studies mentioned in the article, there is a link between overuse of social media and emotional disorders such as depression, anxiety, and low self-esteem. One of these studies was conducted by researchers at the University of Pittsburgh, which proved that young people may more likely show feelings of being socially isolated by spending more time on social media. Some studies show that girls who spend more time on social media are more likely to have body image disturbances and eating disorders.

Furthermore, the article also discusses the issue of cyberbullying, which is becoming more common among young people. This may lead to different mental health disorders such as depression, anxiety, and post-traumatic stress disorder (PTSD). Not only young people are affected by the negative impact of social media on mental health, but according to a study published in the American Journal of Preventive Medicine, social media use is linked to increased levels of anxiety, depression, and poor sleep quality in adults as well.

The internet journal, written by Kira Barrette (n.d.) and titled "Social Media's Impact on Students' Mental Health Comes Into Focus" by the National Education Association (NEA), provides information about the negative effects of social media on students' health. According to the journal, excessive use of social media can lead to depression, a lack of self-confidence, and a lack of real-life interaction. There are also studies published in the journal that show that excessive use of social media leads to lower sleep quality and poorer school performance.

"How Social Media Affects Your Brain" is a report from NeuLine Health written by Hana Frenette. (n.d.). This showed that there are cognitive aspects that influence long-term social media exposure; some of them are attention capacity, memory and information processing, and social and emotional response. While a person continues to use social media apps such as Facebook or Twitter, their time of attention is very narrow. In addition, the social media environment feeds on an individual's positive emotions, which can be found in it every day. When they don't get enough likes or attention, they get upset, and they get frustrated, thus forming the idea of self-comparison and the feeling of being left in certain social groups.

Ang "How Social Media Affects Your Brain," ay isang report na galing sa NeuLine Health na isinulat ni Hana Frenette (n.d.). Dito inilalahad ang ilan sa mga *cognitive* na aspeto na nagiging epekto ng pangmatagalang pagkalantad sa *social media*; ang ilan sa mga ito ay *attention capacity*, *memory* and *information processing*, at *social and emotional response*. Habang ang isang tao ay patuloy na gumagamit ng mga *social media* apps tulad ng *Facebook* o *Twitter*, tuluyang napapaikli ang kanilang tagal ng atensyon. Bilang karagdagan, ang kapaligiran sa *social media* ay nagpapakain sa isang indibidwal ng positibong emosyon na kung saan ay maaaring hanap-hanapin na ito araw-araw. Kapag hindi nakakuha ng sapat na likes o atensyon, sila ay nalulungkot, at nababalisa, kung kaya't nabubuo ang ideya ng paghahambing sa sarili at ang pakiramdam ng pag-iiwan sa ilang mga *social groups*.

In the article “How Does Social Media Affect Students’ Behavior?” written by David Ende (2019), he stated that there are different effects of social media use on students. They are as follows: 1. cyberbullying, due to the changing environment and exposure to the harsh and harsh world, 2. lack of courage, and 3. mental health issues because of how students use social media to express their feelings, but ultimately, they have only delusions. He thoroughly explained how this gives students a lack of appetite for teaching. Although social media use can be harmful, parents and teachers should also be vigilant about how students use it.

“How Social Media Has Impacted Their Mental Health” is an article written by Danika Miller (n.d.). It discusses how social media affects the mental health of students. This article highlights the negative effects, such as obsession, anxiety, and social media addiction, but it focuses more on the ways that someone can avoid social media. To avoid

the negative effects of social media on mental health, it is important to have a balanced use of technology. It is important to set up time for yourself, read books, exercise, and interact with people in your personal life. It is important to evaluate the use of social media to avoid its promotion. In general, social media does not mean good mental health. However, some steps can be taken to avoid its negative effects. It is important to have a balanced use of technology and to succeed in real life.

After examining various related literature and studies, the researchers obtained useful information that would help the course of the research. To properly address the research gaps in related studies, researchers will continue to focus on the psychological aspects of social media behavior in senior high school students. On the other hand, the examination of literature also proves beneficial for the process of study.

Theoretical Framework

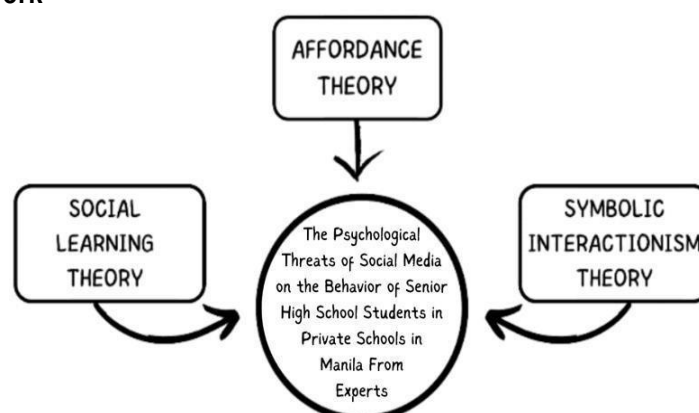


Figure 1: Graphical Representation of Theories in Theoretical Framework

Social Learning Theory

The Social Learning Theory, developed by Albert Bandura (1977), explains the philosophy that people can learn from each other through observation, imitation, and modeling. This concept presents the ideas behind behaviorist and cognitive learning approaches. The Social Learning Theory promotes the study of socialization and how it affects human behavior (Fitzgibbons, 2019). This theory is linked to the study “The Psychological Guidelines of Social Media on the Behavior of Senior High School Students in Private Schools in Manila According to Experts”, because it shows what the potential effects of being online can have on the thinking, acting, or actions of students. Such as their ability to go astray or get depressed because of things that they see online that they can imagine or do.

Affordance Theory

The Affordance Theory by J.J. Gibson (1977) shows that things have a reason why they exist (Wesolko, 2016). This is related to the study because it explains how things seen or witnessed by an individual can affect their ability to do so. The things around an individual may be the cause of their movements or feelings.

Symbolic Interactionism Theory

This theory, introduced by George Herbert Mead (1920) and expanded by Herbert Blumer (1937), explains that a person's thinking depends on how he gives meaning to the things around him. (Fine & Sandstrom, 2020). This is similar to studying because there is content on the Internet, where sometimes the individual himself gives meaning even if it's not explained by an Internet post, so the individual can be affected by things he sees online. This can lead to a change in his way of thinking or acting toward others.

Conceptual Framework

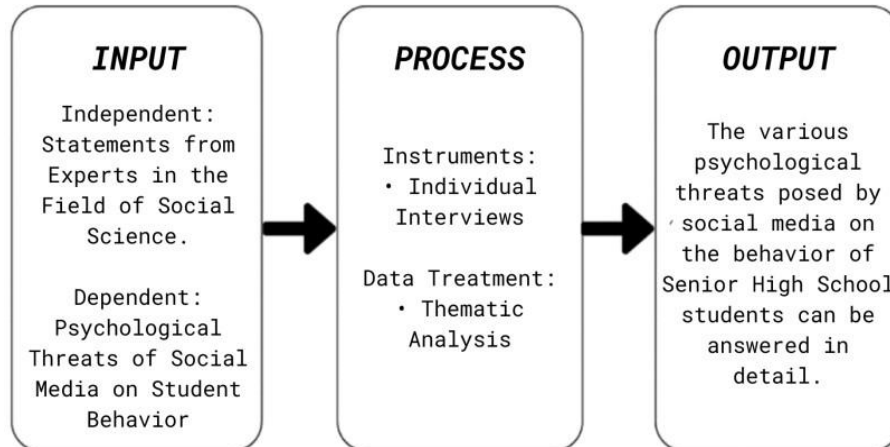


Figure 2: Graphical Representation of Variables in the Conceptual Framework

The "statements from experts in the field of Social Science" are the independent variable of the research because it is what causes change and affects the dependent variable of the research, which is the "psychological threats of social media on student behavior," because it depends psychologically based on what the experts' response will be. These variables will go through the professionals of Adamson University to validate it for the individual interview process that will be done by the researchers. The researchers also used guiding questions, which were also reviewed by professionals, for the interview. After collecting data, it will be subjected to a thematic analysis where each interview will be translated and analyzed based on their themes and relationships to each other. This process will be done to properly analyze the experts' answers regarding the various psychological threats that social media poses to Senior High School students in private schools in Manila.

want to know how social media affects their practices and what its impact is on everyday life. To clarify this, the researchers asked specific questions.

1. What are the psychological effects of social media on senior high school students?
2. What motivates senior high school students to spend their time on social media?

Scope and Delimitations

This research aims to understand the psychological threats that social media can cause to the behavior of senior high school students in private schools in Manila. That is, the focus of the study is only related to the psychological aspects caused by social media. Additionally, the informants to be included in the study are only experts with experience in the field of social science, particularly psychology or guidance and counseling.

However, this analysis has limitations. Experts in other fields will not be included, nor will it establish any connection with other aspects of social media. The analysis focuses only on the current situation of the students and how their past experiences or future are affected by social media. Moreover, the area to be discussed is limited to Manila only to capture the local context of private senior high schools in the said area.

Methodology

Research Design

This research aims to understand the psychological threats of social media to the behavior of senior high school students, according to experts. To achieve this, the researchers employed a phenomenological design. This is a qualitative approach that seeks to comprehend and describe the lives and experiences of informants. In general, qualitative research is concerned with cases rather than variables and seeks to understand differences rather than calculate the meaning of responses (Sullivan, G. M., & Sargeant, J., 2011). A phenomenological study provides a rich and deep description of the experiences and meanings of an individual. However, informants may be unable to express themselves clearly and adequately due to language barriers, lack of knowledge, age, or other reasons (Morgan, 2016).

Participants/Respondents of the Study

The research population consists of experts with sufficient knowledge about the psychological threats of social media to the behavior of senior high school students in private schools in Manila. Furthermore, the sampling frame is limited to experts with experience in the field of Social Science, particularly in Psychology or Guidance and Counseling. The researchers utilized a qualitative method for their study. To identify the sample, they employed the purposive sampling technique, a non-probability sampling technique where units are selected because they possess specific

characteristics required for the sample; in other words, units are chosen based on a "purpose" (Nikolopoulou, 2022). The researchers selected ten experts in the field of social science with extensive knowledge about the psychological threats of social media. Additionally, the general criterion of having expertise in social science was established to obtain detailed responses from participants regarding various psychological threats of social media to senior high school students. Moreover, those who did not meet the criteria were not recognized by the researchers as informants for the study.

Instrument/s of the Study

This research is centered on a qualitative approach. After identifying experts who are capable of answering questions about the psychological threats of social media to students, the researchers created a guide for interview questions. Additionally, the researchers ensured that the question guide underwent validation from professionals within Adamson University to validate its reliability and credibility. To gather the necessary data, the researchers conducted individual interviews with each expert informant to gather the necessary data. The individual interviews were structured into two sets of questions designed to obtain rich and detailed information from the participants. The researchers also utilized follow-up questions for participants to expand on their responses and provide deeper insights. Through individual interviews, the researchers collected information that offered more detailed insights from individual informants.

Data Collection and Analysis

In this study, researchers examined various psychological risks posed by social media on senior high school students' behavior, as outlined by experts. They initially screened qualified professionals in social science before selecting interview participants. Following expert vetting, researchers provided validated consent forms to ensure the confidentiality of the interview. Data collection was meticulously planned, with appointments arranged to avoid scheduling conflicts, and verified guiding questions were utilized to facilitate smooth interviews. Additional follow-up questions were used to gather more information when necessary. Interviews were conducted via Zoom, Google Forms, or on-site at Adamson University, specifically in guidance counselors' offices. Furthermore, researchers divided tasks among themselves for the interview, voice recording, and data transcription processes.

To facilitate the analysis of the information obtained through individual interviews, the researchers used the process of thematic coding. Thematic coding is a form of qualitative analysis that involves recording or identifying passages of text or images that are linked by a common theme or idea (Gibbs, 2007). The recorded voices of the informants when they answered the individual interviews were then transcribed to provide a textual copy of each interview conducted. In presenting the results, the researchers color-coded and divided the different parts of the text based on their relationship to each theme or category. According to Tiffany Jiang, color coding has an important effect on improving information retrieval and memory. Humans have a limited capacity for processing information and visual stimuli. Color helps us categorize the texts we are presented with. After that, the researchers segmented each interview according to the characteristics found in the students presented by the experts, and the researchers gave it meaning by explaining the information in paragraph form.

Ethical Considerations

The researchers aim to identify the psychological threats of social media on the behavior of Senior High School students. To address this, they sought out experts in the field of Social Science. The researchers first provided consent forms to the participants before commencing the interviews to ensure that they are aware that the information they provide will be used for research purposes. Additionally, the researchers ensured that the questions given to the participants were validated properly with the assistance of professionals within Adamson University. Those who did not consent to participate in the interview were not pressured, and their decision was respected to conduct fair and accurate interviews.

Results and Discussion

From ten participants, who are experts in the field of social science, a summary of responses was obtained and accomplished using a thematic analysis. It was discovered that the characteristics of Senior High School students influenced by social media exhibit various positive and negative fractions, both having significant effects on different aspects of their psychological behavior.

The following are the results of the data collected through thematic analysis, including the examination of each questionnaire and its relevance to the issues recorded based on the study's objectives.

Table 1: Thematic Analysis of Data Based on Problem 1

1. What are the psychological effects of social media on senior high school students?

THEME 1	STATEMENT OF THE PARTICIPANTS
Different uses of Social Media	"Research purposes" - Participant #1 "For peer acceptance, due to social demands, and not be left out with the latest technologies." - Participant #3 "For study, a form of communication, and leisure." -Participant #5 "Senior high school students often use social media for various reasons. Firstly, to freely express their feelings and share the contents of their minds regarding many things. Secondly, to disseminate knowledge or information that they believe should be known by many. Some use social media to conform to trends or what is currently popular. Others use it to reminisce about their experiences or simply to find joy in using social media. The reasons for using social media among senior high students vary, depending on their current disposition, personality, and the environment they are in." - Participant #6 "For connection and entertainment" - Participant #7 "They use it to connect with other people, watch videos, access information, and attend online classes." - Participant #1 "For leisure and gathering information." - Participant #9 "For fun, entertainment, and coping. Many of them consider using social media as an escape from the stress and expectations they experience." - Participant #10
THEME 2	STATEMENT OF THE PARTICIPANTS
Psychological Effects to Students in Senior High School	"Possible behavioral patterns and changes in academics and relationships." - Participant #1 "Through social media, students connect with each other and with other people they encounter 'online.' The youth become happy because they can converse with others and feel more comfortable sharing their thoughts and interests on platforms like Facebook, Instagram, and other social media. However, there are instances when the information on social media affects students' mental well-being. Sometimes, inappropriate comments lead to emotional distress or melancholy." - Participant #2 "It's possible to have positive effects because social media provides access to a wealth of information. However, it can also lead to excessive focus on social media without proper control." - Participant #8 "Perspectives on reality differ—often focusing only on the positive or maintaining an impersonal approach. Impatience and lack of attention arise due to the instant nature of social media events. The number of 'friends' and 'likes' becomes a basis for self-belief." - Participant #5 "At times, it brings both sadness and joy to students." - Participant #9 "Because it is an escape from reality, there are occasional negative effects, especially when compared to the standards they perceive." - Participant #10

THEME 3	STATEMENT OF THE PARTICIPANTS
Social Media as a Threat	“When social media usage becomes frequent and uncontrollable for students, it can pose a threat to their psychological well-being. Through observation, they become melancholic, emotional, easily angered, lose motivation to study, or experience declining grades in school. There are also instances when they post messages ‘online’ with negative connotations or inappropriate comments that may hurt others. If what they frequently encounter aligns only with their interests or what they want to see/read, the balance may be lost because they are limited in seeing diverse opinions or perspectives. It doesn’t just affect physical health (e.g., lack of sleep) but, more importantly, the emotional, psychological, and mental health of students.” - Participant #2 “The worst that can happen is when it affects the mental well being of a person.” - Participant #3 “When usage becomes excessive or when it is misused. It’s essential for young people to know how to use it to their advantage. It’s merely a tool to help us achieve our goals. However, if it becomes your entire life and an integral part of your identity, breaking free becomes more challenging. Excessive immersion in social media can significantly impact the minds of young people. Responsible use of social media is necessary.” - Participant #6 “When control over social media usage is lost.” - Participant #8 When it becomes an intense obsession or leads to changes in how they interact with others or perceive themselves.” - Participant #10 “When the mentioned signs are observed (shifting perspectives on reality, impatience and lack of attention, diminishing self-perception), essential tasks may no longer be accomplished due to social media.” - Participant #5 “When mental health is affected.” - Participant #4 “When students can no longer focus on other things because they are immersed in social media.” - Participant #9

In general, Senior High School students use social media for various reasons. Based on Table 1, Participants #1 and #3 stated that social media is used for research purposes, acceptance among peers, and following trends. Meanwhile, it can also be used for communication and entertainment, as mentioned by Participants #5, #7, and #8. According to Participant #6, the reasons for using social media may vary depending on individual disposition, personality, and environment. Lastly, Participant #10 suggested that students may use social media as a coping mechanism for stress and as an escape from others' expectations.

The impact of social media on students can lead to a decrease in self-worth and the development of addiction to apps, according to Participants #1, #2, #8, and #10. Due to the possibility of self-comparison on social media, it can result in low self-esteem. Additionally, Participant #8 noted that prolonged use of social media can lead to a loss of control due to frequent engagement. Based on Participants #1, #2, and #5, social media can also potentially affect academic performance and

interpersonal relationships. It can have positive or negative effects on mental and emotional health, especially for those in the stage of emotional and cognitive development like those in Senior High School. The positive or negative impact depends on how students use social media, whether as a coping mechanism or merely as a pastime. Participant #5 emphasized that one psychological effect of social media is a change in perception of reality and a decrease in patience and attention.

The use of social media may be considered a threat to an individual's mental health, as stated by Participants #2, #7, & #8. Excessive use of social media can lead to negative and hurtful online posts. It may also hinder focus on other activities. Participants #3 and #4 said that it possesses a threat to an individual's mental health. Moreover, it can affect students in fulfilling their duties due to misuse of social media, as mentioned by Participants #5, #1, and #10. Participant #6 highlighted that while social media helps to achieve goals, excessive use can significantly impact the minds of young people, requiring responsible usage. If not addressed

promptly, it can lead to mental health issues due to the way it influences people's perspectives.

Table 2: Thematic Analysis of Data based on Problem 2

2. What motivates senior high school students to spend their time on social media?

THEME 1	STATEMENT OF THE PARTICIPANTS
Motivation of Students to Spend Time on Social Media	"Young people are enticed because they find entertainment in social media. They encounter a wealth of information, and various things capture their attention." - Participant #6 "to learn about the new ideas, research about school requirements and assignments" - Participant #1 Entertainment and keeping up with the public profile - Participant #7 "Because social media serves as a platform for students to acquire and share information, it becomes a reason for them to spend extended hours using it. Their mindset is that they can express themselves, their thoughts, and opinions through social media. It becomes their primary mode of communication with others, leading them to constantly monitor for new messages they need to read or respond to. Regarding academics, social media becomes their main source of information, often reducing or eliminating time spent reading actual books. Even at a young age, social media sparks interest in various topics, resulting in extended hours spent 'online'." - Participant #2
THEME 2	STATEMENT OF THE PARTICIPANTS
The Social Media Algorithm	"In my opinion, this data shows what users frequently view, how long they spend, and other related information. Algorithms determine what an individual likes. Others can use this information to further engage young people on social media." - Participant #6 "Social media algorithms typically refer to what students see on social media related to their interests. Because of algorithms, students who use social media connect with 'accounts, online posts, or apps' that align with their interests. Topics they want to see/read are emphasized. This can also lead to reducing or eliminating messages or information that doesn't match their interests." - Participant #2 "To have many friends and connections, and to keep track of likes and comments." - Participant #3 "A set of rules and signals that automatically rank content on a social platform based on how likely each individual social media user is to like it and interact with it." - Participant #4
THEME 3	STATEMENT OF THE PARTICIPANTS
Impact of Social Media Algorithms on Student Interests	"It leads to non compliance with the school norms and standards, but when used responsibly, it can be an advantage" - Participant #1 "Through attention triggering posts" - Participant #3 "It never fails to show you things in your social feed that align with your interests. The effect of this is that you end up spending more time using social media." - Participant #6 "It leads to sustained attention, causing users to spend more time immersed in social media." - Participant #7 "Provides a more enjoyable user experience" - Participant #4 "It filters content based on each student's interests." - Participant #9 "It influences their perception of what is right and relevant in today's context." - Participant #10

The researchers found in Table 2 that there are various motivations for using social media. According to the responses of Participants #1, #2, #6, and #7, students use social media to gather academic information. It also shows how social media contributes to their happiness and sense of connection. There are different reasons why a student spends a considerable amount of time using social media, as mentioned by Participant #2. Overall, social media is an important communication platform for young people. It provides a way to connect with many, but all good things also have negative aspects. When a student becomes excessively engrossed in social media, they often become addicted to it, and it becomes their motivation for using social media.

According to the responses of Participants #2, #3, #4, and #6 the social media algorithm is a guideline or data that helps determine the interests of students. They also stated that it shows things that capture the students' interests. In other words, social media captures their attention to prolong their usage. This is connected to Participant 4's response, stating that the meaning of the social media algorithm is the rules or signals that match the interests of the students.

The researchers discovered that the social media algorithm affects arousing the interests of Senior High School students. According to the responses of Participants #1, #4, #6, #7, and #10, the social media algorithm values the interests and preferences of the students to prolong their usage and to prevent them from feeling isolated. Participants #3 and #9 also explained how social media maintains the attention of students through attention-triggering posts. In other words, the main goal of social media itself is to convey the value of its users, especially students.

On the other hand, Participant #4 mentioned that social media brings joy to students, but based on Participants #5 and #10, it also limits their knowledge because of its ability to influence their decision-making on what is right and wrong based on how social media restricts information based on interests.

Conclusion

The results show that social media is actually causing barriers to the behavior of Senior High School students.

1. Although there are benefits to using social media, it is more used as a mechanism by students who already have mental health problems. Social media tracks students by initiating or reminding them of their addiction to it, lowering their self-awareness, and also changing their worldview. According to the study "Impact of Media on Human Behavior

and Attitude" by Muhammad Mobeen, Hamza Farooq, Muhammad Awais Afzal, Ahmed Rohail Awan, and Muhammad Usman Shahid (2022), they estimate that social media has more positive effects on an individual, but according to experts, these positive effects are long-term negative effects that affect the way people think and behave.

2. Based on "Social Media Platform and its Impact on the Academic Performance of Senior High School Students in the New Normal Learning System," written by Michael Jacinto, Kyle Molina, Joshua Jungco, Angelica Cardano, Jasper Berboso, Azalea Vargas, John Bautista, Rick Espinosa, and Christopher Francisco (2021), the impact of social media on students in the new normal learning system is great; it provides an opportunity to interact with classmates and gather information for education from different parts of the world. But they did not pay attention to its disadvantages, especially the psychological implications that social media carries for students. The more students use social media for good information capture, the more they lose productivity and are more encouraged to procrastinate. Especially when they get involved in social media even though they don't feel it. As experts say, although social media has some positive effects, we should also look at how it affects a person's health.
3. Although this may not be understood, the various processes of social media algorithms strongly support the aforementioned shortcomings. Although students see the impact of social media on them, they do not recognize it because they feel dear and special within it. This study shows how social media reminds students of stress and anxiety by giving them the idea that they need to adhere to social norms. They have lost self-confidence, which also leads to a deterioration in their mental health. The study also focused on a specific category of psychological traits. This research provides a way to explore aspects that have not been resolved by other researchers.

Recommendations

To provide guidance to people who use social media, especially students, policies or laws must be implemented by school officials or the government itself. Like the Republic Act 10173, or Data Privacy Act of 2012, that gave way for a person's personal protection on the Internet, there should also be policy measures that will help limit the use of social media so as not to increase the social media addiction problem in the country. The Republic Act 10627, or the Anti-Bullying Act of 2013, should also be tightened to protect minors from the risks of being active on social media. The law should pay greater attention to combating cyberbullying, online

harassment, canceled culture, personality shaming, and other types of online abuse.

Due to the limitations of the study, it is recommended that once there is a resumption of this study, subsequent research should include the experiences of the sister students on social media. Through this, parents and teachers will have an additional base on how social media affects their children and students; they will have information to implement policies in their own areas and protect students from social media barriers.

Moreover, it should be carried out in other areas, and they should also take more participants, who may come from students, to support the aforementioned recommendations or from experts, to further prove the findings in this study. Researchers may also consider showing more dimensions of social media attachment and other factors that affect why individuals remain on social media-centered apps. Through this, there will be ways students in the future can do or learn different things to avoid the psychological barriers of social media. In addition, citizens' knowledge will also be better developed if future researchers carefully examine and read out the limitations of current research.

Conflicts of Interest

The authors declare that there is no conflict of interest in this manuscript.

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