

**FACEBOOK: ITS ADVANTAGES AND DISADVANTAGES
AS PERCEIVED BY TEENAGERS**

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Abstract

This study determined the advantages and disadvantages of Facebook as perceived by the students under the Department of Languages, Mass Communication and Humanities of Central Philippine University, Jaro, Iloilo City. Specifically, it determined the demographic characteristics of the respondents in terms of age, course, year, semester and academic year; and determine the advantages and disadvantages of Facebook. The data were gathered through the use of validated researcher-made survey questionnaire based on the advantages and disadvantages of Facebook by hubpages.com and muchtech.org. Uses and Gratifications Theory and hypodermic needle theory was employed for analysis. It was found that all of the respondents perceive Facebook as a site that lets one connect to different people in the world and is the most convenient tool for finding old friends and keeping friendship alive; Respondents that belong to the 17 years old age group have the highest disadvantage perception of Facebook allowing people to stalk and get personal information with the website having fake profiles and IDs; Most of the respondents that belong to the 18 years old age group think of Facebook having fake profiles and IDs a disadvantage of the site while only 4 out of 19 respondents in this age group think that Facebook is addicting; Most of the respondents under the 19 years old age group perceive Facebook as a center of some very violent news stories making 12 out of 13 respondents of this age group agree on the disadvantage given.