

**THE EFFECTS OF EXPOSURE TO SOCIAL MEDIA IN THE SCHOOL
PERFORMANCE OF GRADES 3 TO 6 PUPILS OF CHILDREN'S
INTEGRATED SCHOOL OF ALTA TIERRA**

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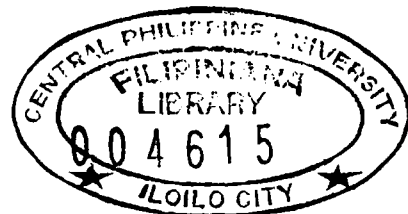
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By

Chris Niel D. Robite

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Abstract

Chris Niel D. Robite

This study aimed at the effects of social media in the school performance of pupils grades 3 to 6 of Children's Integrated School of Alta Tierra during academic year 2016 – 2017. The study was anchored on the Cultivation Theory, developed by George Gerbner and Larry Gross in 1976. Out of a population of 30 to 40 in a class, a total of 10 pupils each grade level participated in the survey. Representatives from each group were chosen using the stratified random sampling. A questionnaire-checklist as the instrument was utilized to gather data. Results show that there is no significant relationship between the pupils' school performance or grades and their exposure or usage of social media, although the results show that there is no significant relationship, but it can be observed that as the exposure, hours, or usage of social media increases, the school performance or grades of the pupils decrease.