

FACEBOOK USE, EXPOSURE AND BEHAVIOR AMONG MASS COMMUNICATION
STUDENTS OF CENTRAL PHILIPPINE UNIVERSITY

A Research Paper

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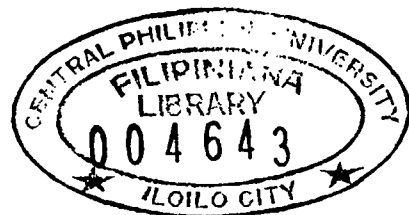
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FACEBOOK USE, EXPOSURE AND BEHAVIOR AMONG MASSCOM
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ABSTRACT

Facebook is a social networking website that connects and shares information through posting pictures and status with the rest of friends online. It provides technological features that allow users to present their identity with personal information to others such as friends, family members, co-workers or even strangers. The main goal of this study is to identify the motivational gratifications of Mass Communication students of Central Philippine University through Facebook exposure, usage and behavior outcome incentive.

This research study used the survey method to determine the answers to the objectives. The researcher used survey instrument to analyze and identify factors contributing to Facebook usage, exposure and behavior among youth. The study surveyed the students from Mass Communication students of Central Philippine University SY 2016-2017. The main objective of the study is to describe the profile of the respondents as to sex, year level and time spent on Facebook. Findings reveal that majority of the respondents are female, belong to the 2nd year level of Mass Communication and spend 4-8 hours logged on to Facebook. Students are motivated to log on to Facebook for pastime purposes to watch and share videos. Finding also reveal Students use the new Facebook “React” feature on the “Like” icon to act on the motivation. Majority of the respondents who use social networking sites recognized Facebook as their preferred social media site.