

# The Extent of Social Media Utilization and Academic Procrastination

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**Abstract**— The emergence of various teaching aids for learning has forge ahead both teaching and learning in the contemporary world. Social media platforms heighten the classroom experience of learners. Even so, the shift on learning modalities by various agencies of education during the pandemic leads to the burgeoning dependency on social media platforms by students and somehow leading to academic procrastination. The present study aims to investigate the correlation between the two variables such as the extent of social media utilization and academic procrastination. The research was initiated by investigating the degree of social media utilization of students in terms of learning purposes, leisure purposes, social engagement purposes and business purposes relative to academic procrastination. Survey questionnaire including the PASS (Procrastination Assessment Scale for Students) was utilized and the results shows that majority of 50 learner respondents from Matnog National High School had severe procrastination level notably, this phenomenon was alarming since learners failed to complete most of academic tasks and their procrastination leads to significant distress. Based on the finding's there was both a positive and negative correlation between the extent of utilization of social media platforms and academic procrastination depending on the learner's purpose in using it. Moreover, social media has an influence on students' life that is both favorable and unfavorable seeing that, students must utilize social media with awareness and moderation, taking into account both its advantages and disadvantages. A guidance program is needed to assist learners in their utilization of social media platforms thereby mitigating academic procrastination.

**Keywords**— social media platforms, academic procrastination, burgeoning dependency, guidance program

## I. INTRODUCTION

The emergence of technology in various aspects of life bought societal evolution. “Just a click away”, “at someone’s fingertips”, “effortlessly obtainable” and “handy” – these words levitate in the sphere of Information, Communication, and Technology (ICT). The internet indeed become one of the best things in the modern world. Life could be unimaginable and unendurable without it.

With the internet comes along social media platforms, Facebook, Instagram, TikTok, Google, etc. these enables individuals to do things proficiently in a blink of an eye. The use of social media has intensified over the years, most especially during the peak of pandemic. During lockdowns, communication was made easy thru social media platforms, work was continued even in homes and most especially the learning continuity amid pandemic made it through.

The COVID-19 pandemic which in spring 2020 took a form of a global health emergency changed many aspects of everyday life on a rapid pace. It caused many transformations on everyday practicalities, including mobility restrictions, shift to remote school and work, and recommendations for social distancing and face

masks. This created a set of challenges for running everyday life (Häkkinä, et. al, 2020, pp. 1-9). A survey conducted in nine European countries showed that the COVID-19 lockdown caused a 65% increase in screen time (Pišot et al., 2020). Increased screen time includes a vast COVID-19-caused increase in digital communication such as text messaging, voice and video calls, and social media usage (Nguyen, 2020). Also quarantine mobile applications have emerged, contributing both to tracking of the virus but also to the community feeling (TrueList, 2023).

Communication technology has penetrated all sectors of life, being now an omnipresent part of our everyday life. In the era of social media and smart phones, people can be connected to social networks and different information services 24/7. Especially, in social isolation, where face-to-face meetings were limited or forbidden, the role of the social interactions happening through technology platforms became emphasized (Karhu et. al, 2021).

According to the global social media statistics research summary 2023, more than half of the world now uses social media (60%). Moreover, 4.80 billion people

around the world now use social media, and 150 million new users have come online within the last 12 months. The average daily time spent using social media is 2h 24m (Chaffey, 2023).

As mentioned by Aacap (n.d.), “social media plays a big role in teen culture today. Surveys showed that ninety percent of teens ages 13-17 have used social media. Seventy five percent report having at least one active social media profile, and 51% report visiting a social media site at least daily. Two thirds of teens have their own mobile devices with internet capabilities. On average, teens are online almost nine hours a day, not including time for homework.”

As of January 2023, Eastern Asia accounted for over 1.2 billion social media users, whilst Southern Asia had over 961 million social media users. Overall, around 819 million people were using online networks in the Americas. In addition, 681 million people were using social media platforms in Europe (Dixon, 2023, as cited in Biggest Social Media Platforms 2023 | Statista, 2023)

“In GWI’s ongoing study of digital behaviors across 47 of the world’s top economies, the Philippines consistently comes out top in terms of time spent using the internet. Filipinos say they spend an average of almost 11 hours online each day, which is almost 60 percent more than the global average. Meanwhile, Malaysians spend an average of more than 9 hours a day online, with Indonesians and Thais not far behind. Only Vietnam falls below the global average, but Vietnamese people still spend an average of 6 hours and 47 minutes online each day.

There were 85.16 million internet users in the Philippines at start of 2023, when internet penetration stood at 73.1 percent. The Philippines was home to 84.45 million social media users in January 2023, equating to 72.5 percent of the total population. A total of 168.3 million cellular mobile connections were active in the Philippines in early 2023, with this figure equivalent to 144.5 percent of the total population. The median age of the population in the Philippines is 26.3, and 9.6 percent of the Philippines’s population is between the ages of 13 and 17” (Kemp, 2022).

It’s no surprise that the increased number of internet users in the country is a result of several reasons, including the availability of faster connections and the pressure to change behaviors in response to the COVID-

19 pandemic. Whether finding information (79.8%), staying in touch with friends and family (79.4%), or researching how to do things (74.4%), Filipinos rely on the internet to stay connected and in the know. These top three reasons are unsurprising, given that Filipino culture emphasizes family and innate curiosity in the face of current events, particularly in politics (Howe, 2023).

Procrastination is a problem that seems to not surface at all since some students may say learners work better under pressure or what they say “better under fire”. Due to having internet access and different social media platforms offered, students tend to chill out and do the given school tasks when the deadlines are near. Undeniably, social media from its beginning of discovery significantly help individuals find outlet for self-expression and creativity and discover sources of valuable information and learning. However, based from the Social Media Addiction Statistics – 2023, estimates suggest that “more than 210 million people worldwide suffer from addiction to social media and the internet. People know that social media addiction comes with consequences, it may affect one’s health and personal relationships. Moreover, as an effect it may lead to decreased physical activity, anxiety or depression and poor work or school performance” (Branka, 2023, as cited in Social Media Addiction Statistics, 2023).

The first issue is social media overuse and addiction. Though not a medically diagnosed condition, social media addiction is a serious and growing issue in society. People spend excessive numbers of hours scrolling through social media, obsessively updating their feeds for new information. Furthermore, addictive triggers found in social media apps such as the likes feature causes the production of Dopamine, which has an addictive drug-like effect so users will continue to use social media. From a psychological aspect, people fear missing out which is another aspect that drives social media addiction (Elgan, 2015). As a result, the consequences provoked by social media addiction and overuse are having severe impacts on academic performance, interference with sleep as well as many other components of life.

The first consequence of social media overuse is the impact on academic and work performance through procrastination. Procrastination affects virtually everyone to some degree; however, the majority of people who are affected the most by procrastination are

teenagers and young adults. A report by Common Sense Media in 2015, found that teenagers on average spend nine hours on social media excluding the hours doing school-related work online (“The Common-Sense Census: Media Use by Tweens and Teens”, 2015). The report also found that 50% of the teenagers surveyed said that students often multitasked doing both schoolwork and checking social media. Out of those who multitasked, only 13% said it had benefits to the quality of work, and 31% said that it impacted the quality of their work (Homework and multitasking, 2015). While this source is valid, it must be taken into consideration that the statistics might have increased by 2019 as the percentage of people that overuse social media is continuing to rise at a fast rate. As opposed to doing homework, study or projects, students are spending countless hours succumbing to the addictiveness of social media. Procrastination means valuable time for homework and study is wasted on doing something that might seem more enjoyable in the short term; however, the long-term effects of procrastinating are drastic on academics.

In a recent survey done by Stop Procrastinating app, 1,500 American university students were surveyed on how procrastination affects their studies. Out of those 1,500 students, 76% of the surveyed agreed that social media was a form of procrastination to a worrying or damaging level. The survey results from Stop Procrastinating app supports the results from the study by Common Sense Media which validated the claim that academic performance is affected when procrastination takes place through social media. A similar report by the Journal of Dental Education was conducted in 2013 to find the relationship between procrastination and academic performance. It was found that there was a significant negative correlation between procrastination and academic performance among the students surveyed. These findings of a negative correlation between procrastination and academic performance are in agreement with the results of the study conducted by the Stop Procrastinating app, emphasizing the implications of procrastination on academia (Social Media and Procrastination - Edubirdie, 2023)

“Academic procrastination is a phenomenon where students unnecessarily postpone academic assignments, like studying for a test or working on a school project. This is a common problem, which can lead to issues like worse academic outcomes and increased stress. An example of academic procrastination is a student who has a week to study for an exam, but ends up postponing

their studying unnecessarily until the night before, even though they keep wanting to get started. Another example of academic procrastination is a student who delays working on an important project for an entire semester, until right before it’s due. In addition, a high-school student who wastes hours browsing social media before he/she finally manage to get started on a homework assignment. Academic procrastination is common among students, as a large portion of them procrastinate often and to a significant degree. For example, when it comes to college students, studies show that approximately 80%–95% of college students engage in procrastination to some degree, approximately 75% consider themselves to be procrastinators, and approximately 50% say that they procrastinate in a consistent and problematic manner. Furthermore, additional studies have found procrastination in various other student populations, including those in elementary school, middle school, high school, and graduate school. In fact, procrastination is so common among students that the tendency to procrastinate on tasks until right before they are due is sometimes referred to as the student syndrome.

Also, academic procrastination is associated with various negative effects, such as worse academic performance, worse emotional wellbeing, and worse mental and physical health. Accordingly, academic procrastination is often detrimental to those who engage in it. First, worse academic performance. For example, procrastination is associated with a wide range of academic issues, like lower quality work, worse exam scores, worse grades, increased academic misconduct and dishonesty, increased course failures, increased course withdrawals, and an increased likelihood of dropping out (rather than graduating). Next, worse emotional wellbeing. For example, procrastination can lead to various negative emotions, like guilt, shame, and sadness. Lastly, worse mental and physical health. For example, procrastination can lead to various mental health issues, like stress, as well as physical health issues, like lack of sleep and exhaustion” (Shatz, 2023, as cited in Academic Procrastination: Examples, Consequences, Causes, and Solutions, n.d.).

The possibilities are seemingly endless for social media. It is uncommon for people to go a day without using or referring to social media. Whether it is used for communicating, learning, or decision making, social media is here to stay and will continue to affect our society, this is the reason why the researcher conducted



this study to know the correlation between social media use and academic procrastination among high school learners in this post pandemic era. Moreover, the researcher seeks that what is the reality behind all these accessible tools, are student's work become easier to do or has it become the cause of delay instead? As one of the agents of socialization, educators are responsible for encouraging the learners to reach their maximum potential and for that to happened they are tasked to help mitigate procrastination among learners. Therefore, this study was conducted to provide interventions such as mindfulness on using social media platforms, self – regulation training, devising a school counseling curriculum guide, etc. for the holistic development of learners. Above all, making learners rise above academic procrastination and taking active role in their attempts to mitigate procrastination.

## II. OBJECTIVES

This study aimed to determine the extent of social media utilization and academic procrastination among high school learners.

Specifically, it identified the different social media platforms utilized by the senior high school learners; the extent of the utilization of social media platform among senior high school learners; the level of academic procrastination among senior high school learners; how does social media utilization pave the way for student's academic procrastination; and what school activities could be proposed to limit the academic procrastination of senior high school learners.

## III. METHODOLOGY

### *Samples*

This study on The Extent of Social Media Utilization and Academic Procrastination had 50 respondents from Grade 11 to Grade 12 who are currently pursuing their secondary education in Matnog National High School (S.Y. 2023-2024). These learners utilize different social media platforms because the Senior High School learners were more capable of having various modes of technological devices e.g. laptops, tablets and smartphones.

### *Sampling Procedure*

Purposive sampling was utilized in this study. It refers to a group of non-probability sampling techniques in which units are selected because they have characteristics that you need in your sample. In other words, units are selected “on purpose” in purposive sampling (Nikolopoulou, 2023). The respondents were

selected based on the criteria that they own laptop or tablets or smartphones and utilized different social media platforms.

### *Instruments*

A validated questionnaire checklist was used to generate the learner respondents' data. It consisted of 4 parts. The first part identified the social media platform that respondents usually utilize. The second part determined the extent of utilization of social media, while the third part specified the level of academic procrastination among senior high school learners. Lastly, the researcher used a standardize test with a 44-item questionnaire in 2 parts, the Procrastination Assessment Scale for Students (PASS) which was a commonly used measure of academic procrastination that was designed to assess procrastination in two different areas: “frequency of procrastination,” which measures how often students procrastinate on various academic tasks, and “reasons for procrastination,” which assesses a variety of different motives for engaging in procrastination (Solomon and Rothblum ,1984, as cited in APA PsycTests Database Record, 2019).

### *Data Collection*

Upon obtaining the approval of the topic, related literature, and studies were collected to support the researchers' claims and strengthen the study's content. The researcher then sought permission from the School Head of Matnog National High School and the learner-respondents to gather data. Essential data from the respondents were generated through the validated research instrument by a Registered Guidance Councilor. In addition, the researcher sought other data sources, strengthening this paper's contention and findings.

She distributed some sets of questionnaires to the learner-respondents face-to-face and guide them while filling-out the survey questionnaire. The answered questionnaires were collected for analysis and treatment.

The researcher conducted Focus Group Discussion with the respondents to clarify some answers they provided. She also conducted actual observations along with the learner-respondents to further obtain the gist of the laid variables in this study.

### *Data Analysis*

The researcher employed descriptive statistical tools to find the answers to the posed questions of this study. To

determine the different social media platforms utilized by the senior high school learners, the researcher used frequency count and ranking. Meanwhile, the extent of the utilization of social media platform among senior high school learners were identified through weighted mean. Nevertheless, the level of academic procrastination among senior high school learners were acknowledged by using frequency count and percentage. The interventions proposed by learners and teachers in mitigating procrastination were made known through the FDG (focus Group Discussion).

#### IV. RESULTS AND DISCUSSION

The following results were gathered, analyzed and interpreted by the researcher based from the objectives of the study. Tabular presentation and textual analysis and interpretation were also used.

##### 1. Social Media Platforms Utilized by the Respondents

Social media platforms have been an integral part of the school life of learners. The number of students who have been adopting social media platforms in teaching-learning engagement as well as in their daily activities has been exponentially increasing. Similarly, the presence of so many social media platforms on the websites becomes evident, and finding out which are the most popular among students becomes a challenge.

Knowing the social media platforms being utilized by the students is essential and necessary. Social media platforms and applications can offer beneficial chances for social learning and growth when used responsibly. But improper or incorrect use might have detrimental effects on both the user and others. Learners need to recognize the advantages of technologies, use of the internet creativity and interact with others online. Doing such is a potent mechanism to provide proper guidance among social media platform users on how to become responsible technology enthusiasts.

**Table 1:** Social Media Platforms Utilized by the Respondents

Social Media Platforms	Frequency	Rank
Facebook	49	1
TikTok	44	2.5
YouTube	44	2.5
Google	43	4.5
Messenger	43	4.5
Shopee	27	6
Instagram	22	7.5

Mobile Legends	22	7.5
Snapchat	12	9.5
Bilibili	12	9.5
WPS Office	11	11.5
Wattpad	11	11.5
GCash	9	13.5
Spotify	9	13.5
Lazada	6	15
Twitter	5	16.5
Pinterest	5	16.5
Loklok	4	18
Discord	2	19.5
WeChat	2	19.5

Table 1.0 has the list of social media platforms utilized by the student respondents, based on the Table, Facebook was utilized by the 49 respondents which made it the most popular social media platform among students. It ranked 1 on the list. In fact, in the national scenario, there are 90.2 million Facebook users in the Philippines (Social Media in Philippines - 2023 Stats & Platform Trends - OOSGA, n.d.). This trend is also true in the global setting in which 3.05 billion users were disclosed by Meta Reports Third Quarter 2023 Results (n.d.). On Facebook, students can connect with friends and family, share photos and videos, join groups and events, and much more.

Rank 2 were TikTok and YouTube which are utilized by 44 respondents. TikTok is a popular social media app that allows users to create, watch, and share 15-second videos shot on mobile devices or webcams. With its personalized feeds of quirky short videos set to music and sound effects, the app is notable for its addictive quality and high levels of engagement. The app showed about 1 billion global daily users by early 2022 (D' Souza, 2023). Looking on the national data, there is now 42.8 million TikTok users in the Philippines according to SGA (2023).

On the other hand, as of 2023, YouTube is the second biggest social media in the world, with over 2.7 billion active users (Shewale, 2023). Moreover, with an estimated 61 million users, YouTube has undoubtedly captured the Filipino audience, who spend most of their time watching online videos and vlogs. Next to Google and Facebook, YouTube was among the most visited websites in the Philippines as of November 2022 (Statistica Research Department, 2023). No doubt that both TikTok and YouTube ranked next to the first since respondents love to watch and share videos.

Based on the Table, Google and Messenger both rank 4.5 and are utilized by 43 students. According to Rouse (2023), Google is an internet search engine. It uses a proprietary algorithm that's designed to retrieve and order search results to provide the most relevant and dependable sources of data possible. Google is so dominant that the term "Google" can also be used as a verb, so that when someone searches for something on Google, they may say they "Googled" it. 7.9 billion unique individuals live on the planet earth and 4.3 billion of them use Google to find answers on the internet in the global level (Users Statistics, 2023). It's no wonder why Filipinos most especially students love to use this search engine since it is very beneficial in doing their research works.

Meanwhile, Facebook Messenger is a free mobile messaging app used for instant messaging, sharing photos, videos, audio recordings and for group chats. The app, which is free to download, can be used to communicate with your friends on Facebook and with your phone contacts (McGarrigle, 2018). According to the Digital 2021 Global Overview Report, Facebook Messenger is the fourth most-used social platform in the world with 1.3 billion users (Benitez, 2023). There were 91 800 000 Messenger users in Philippines in February 2023, which accounted for 78.9% of its entire population according to Messenger Users in Philippines - February 2023, (2023). No doubt, both Google and Messenger were commonly used by the high school learners' respondents since the convenience for students is evident to both social media platforms.

Rank 6 of social media platforms is Shopee that has been utilized by 27 of the respondents. Shopee is a fast-growing online shopping marketplace that is known for everyday good prices. It is famous for deals and promotions. It is also famous for its commercials and mildly irritating notification tone on its app. The platform has also provided a lot of people with a cost-effective way to start an online business. Shopee is very popular in the Philippines, Singapore, Malaysia, and Indonesia. In addition to providing various payment services to customers, Shopee also provides a Shopee guarantee system to customers (Ltd, 2023). Shopee has the highest monthly traffic estimate in the Philippines, with 74.91 million according to Chan (2023). With all of these data we cannot deny for a fact that the younger generations will be open in embracing new things, which were shown in the respondents shopping habits.

The next on the list that were being utilized by 22 respondents were Instagram and Mobile Legends which is rank 7.5. Instagram according to Moreau (2022), is a popular social networking app with a focus on sharing photos and videos. It's been around since 2010 and has maintained a high level of popularity by adding innovative new features, such as Instagram Stories, shopping, Instagram Reels, and more. There are currently over 2.35 billion monthly active Instagram users. This number makes Instagram the 4th most popular social media in the world in terms of MAUs. The platform is estimated to reach over 2.5 billion by the end of 2023. 47.84% of the world's 4.18 billion smartphone users access Instagram every month (Ruby, 2023). In the national scenario, with the latest data published in January 2023, we can see that at the growth rate of 1.03%, there is now around 19.02 million Instagram users in Philippines. With male users account for around 37.61% and female users account for around 62.39% according to Social Media in Philippines - 2023 Stats & Platform Trends (2023). This showed that the respondents want that perfect photos and using this social media platform will definitely give the bang to it.

In the same spot, Mobile Legends are used by the respondents. This social media platform is a multiplayer online battle arena (MOBA) for iOS and Android devices developed and published by Shanghai Moonton Technology, a game development company based in Kuala Lumpur, Malaysia. The game was launched in 2016. At its core, Mobile Legends pits 2 teams of 5 against each other, with the main objective to destroy the opponent's base (Chua, 2019).

Subsequently, the Loklok App was only known by 4 out of 50 respondents. Loklok App is an Android entertainment application, which provides some of the best and largest collections of services for users. Here you can find some of the best collections of movies, web series, and anime content, which anyone can have fun spending time with (Berman, 2022). The respondents find this social media platform an enjoyable app since it offers subtitles based on your language preferences. Finally, WeChat and Discord were only used by two respondents, placing them at the bottom of the list.

## 2. Extent of Utilization of Social Media

In the information age our society was currently in, social media has aroused as a prevailing vigor in every facet of our daily lives. It has become an essential factor on how people share different information and ways of communication. No doubt that the frequency of usage



among students rise steeply in previous years especially during the pandemic which altered the education setting and lives of students.

Significantly that social media is commonly used by younger age, its relevant that students recognize the

purpose why they are so hooked about it and how beneficial it is for their academe. The following tables would show the extent of utilization of social media in different purposes.

*Table 2.1: Extent of Utilization of Social Media for Learning Purposes*

Indicators	Weighted Mean	Description
Social media platforms help in making presentations of information/data	4.02	Often
Social media platforms assist in some online tutorial exercises	3.88	Often
Social media platforms help in reminding school activities deadlines	3.60	Often
Access educational information via social media platforms	3.58	Sometimes
Social media platforms serve as portable storage of learning references	3.44	Sometimes
Social media platforms serve as the foundation of healthier student-teacher relationships that motivate learners to experience personal and cognitive growth	3.40	Sometimes
Social media platforms serve as a medium in the conduct of virtual classes	3.18	Sometimes
Social media platforms solicit students' feedback and understand what works for them through polls	3.18	Sometimes
Average	3.54	Sometimes

Table 2.1 shows the list of extent of utilization of social media for learning purposes, based on the table social media platforms help in making presentations of information/data with a weighted mean of 4.02 and described as often. This reflects those learners prepare their reports, assignments, or research papers with the assistance from various social media platforms. Also, the learners might find it to do their tasks efficiently with the use of those social media platforms and looking at it based from the responses it is on the positive note that comes along with the utilization of social media. To support this claim, according to an article written by Willbold (2021), the educational benefits of social networking sites are also those that help students prepare for important lessons and learn certain concepts with great efficacy. Social media websites will contain the latest data on various school subjects and thus, the students have the opportunity to survey and look into what is new. Social media is a Wikipedia for students these days. We are witnessing an era of social media learning.

Social media platforms assist in some online tutorial exercises with a weighted mean of 3.88 and description of often. As a result of the COVID-19 epidemic, most educational institutions shifted to online education. Students and faculty members in many public institutions, particularly those in developing countries, are hampered by the absence of formal online learning

management systems. Responding to COVID-19, many institutions in developing countries adopted social media sites to maintain e-learning and sustain education process. The distinction between online and real-world communities is becoming increasingly narrow, especially among the younger generations who have grown up with social media at their fingertips (Sobaih et al., 2022). This implies that due to pandemic learners became more dependent on smartphones and utilizing social media platforms since there was a change on the learning modalities during that time.

Social media platforms help in reminding school activities deadlines with a weighted mean of 3.60 and is described as often. According to Eckel (2022), a growing number of teachers are using social media platforms like Instagram and Facebook to communicate with their students and educational institutions are beginning to recognize the benefits of social media. The primary benefits of social media for schools are that it aids in learning, collaboration, and communication. Students also have the opportunity to connect with other students beyond the classroom. Since there was an unexpected change in education system, teachers established school work reminders through the use of GC or Group Chat.

Access educational information via social media platforms with a weighted mean of 3.58 and is described

as sometimes. Technological advancements aren't equally available to all students. Education today is subject to a digital divide that makes equal access to the internet impossible. 90% of the information on the internet has been created in the past year. Having access to the internet allows students to keep up with information that might not make it into textbooks or that might become outdated by the time it becomes available in a traditional format. Having access to this information empowers students to take charge of their education, and the research backs that up.

Low-income students often don't have access to devices at home. With the wealth of information and educational resources available on the internet, students from working-class families can improve their social standing and even help their families get out of poverty. But without internet access, they're prevented from any opportunities which could significantly improve their quality of life (Why Today's Student Must Have Internet Access (and How to Provide It), 2022). Although we can search on the internet vast fully, it has some limitations. Some information or data doesn't come free and cost a large sum of money in order to open it, at the same time some of the students still don't own personal smartphones.

Social media platforms serve as portable storage of learning references with a weighted mean of 3.44 and described as sometimes. Since not all information can be stored only in smartphones due to its limited storage capacity, students sometimes send their presentations, reports, group videos, pictures etc. to different social media platforms so that they can revisit such information and share it with others. According to Price (2023), with the best file transfer apps for Android and iOS, sharing large files with someone in a split second will be the easiest thing you've ever done. Some of the best sharing apps were SHAREit, Send Anywhere, Xender, Filemail and EasyShare.

Social media platforms serve as the foundation of healthier student-teacher relationships that motivate learners to experience personal and cognitive growth with a weighted mean of 3.40 and description was sometimes. According to Trust (2021), when schools closed their doors in March 2020, these connections went away for many. But building trusting relationships will be critical to addressing the months of stress and missed classroom instruction, or unfinished learning, that has followed. Estimates show that as many as 3 million students are offline, hard to find, or have left

school altogether as a result of school closures. In some places, data shows as many as 1 in 5 students did not participate in virtual learning in the spring. Building and maintaining strong "developmental relationships" that reconnect students with adults in school buildings will matter more now and in coming months than in previous school years. Without these trusting relationships and connections, educators cannot catch students up. This implies that student still value more the daily interaction during class hours for highly motivational learning environment than establishing virtual relationships with their educators.

Social media platforms serve as a medium in the conduct of virtual classes with a weighted mean of 3.18 and described as sometimes. The sudden outbreak of COVID-19 challenged the education system worldwide and forced virtual learning as a panacea in times of crisis. Most teachers and students participated in virtual courses; however, many believed in the prominence of face-to-face classes. Several reasons were responsible for such preference, such as the slow internet connection, computer bugs, power outages, and handling errors that impacted the teaching and learning process. The risk of students' inequality and teachers' knowledge of computers was another source of the problem. Besides, students' level of engagement in such courses was debatable (Rashtchi & Khoshnevisan, 2021). This happens when there were unexpected scenarios such as the pandemic itself, typhoons, earthquake, etc. and even the learner respondents preferred still the face-to-face classes.

Social media platforms solicit students' feedback and understand what works for them through polls with a weighted mean of 3.18 and described as sometimes. Feedback is an essential component of the educational system. It can be incorporated to enhance teaching and learning techniques since it has an immediate impact on the process of acquiring knowledge and has a direct impact on both teaching and learning. Feedback assists all students in understanding the subject matter and provides clear guidance on how to improve their learning procedure. Feedback can help students gain confidence, self-awareness, and enthusiasm for what they are learning. Giving students relevant feedback can help them improve their academic or fieldwork performance (Kumar, 2023). This goes to shows that some may forgot to collect a necessary feedbacks from students in order for them to own their learning yet some of the respondents knows well that feedbacking is vital for learning.



According to most of the population, social media is considered a diverting tool for students. Social media has affected the route of learning among students. But in context to today’s scenario, social media has a positive effect on students. As we all know, effective communication plays an important role in a student’s life. If proper communication is not attainable then it will be difficult for both students and teachers in terms of learning. The use of social media in education helps everyone to get more valuable information and connect with learning groups and educational establishments. As a student one can take classes through the residence and talk over doubts, questions through various social media

networking channels. Through web-based media students and teachers can show their skills and express themselves out there. It allows students to convey their views by posting photographs, articles, and videos. Social media helps to improve student’s performance by giving them assignments and allowing them to gather data through online mode to make their assignments. The incredible thing about social media is that when one starts following a specialist in a certain field or subject, it helps in learning more and gaining beneficial content. (Benefit of Social Media in Education, 2022). This indeed was the sole comforting prospect of social media platforms in education.

*Table 2.2: Extent of utilization of social media for leisure purposes*

Indicators	Weighted Mean	Description
<b>Listen to music on social media platforms</b>	4.12	Often
<b>Watch movies/ KDrama series on social media platforms</b>	3.47	Sometimes
<b>Social media platforms serve as a ground for creativity and self-expression</b>	3.31	Sometimes
<b>Play online games on various social media platforms</b>	3.10	Sometimes
<b>Discover the latest dance craze on social media platforms</b>	2.88	Sometimes
<b>Read digital books or ebooks</b>	2.73	Sometimes
<b>Film sports challenges on social media platforms</b>	2.71	Sometimes
<b>Create art digitally</b>	2.69	Sometimes
<b>Book travels on social media platforms</b>	2.58	Rarely
<b>Stream live footage</b>	1.96	Rarely
<b>Average</b>	2.96	Sometimes

Table 2.2 contrarily, shows the extent of utilization of social media for leisure purposes, based on the table listen to music on social media platforms with a weighted mean of 4.12 and described as often is the highest. Gen Z and Millennials are using social media to listen to music more than even streaming services dedicated to music. It might sound counterintuitive, to go to platforms without music players embedded in them (gone are the days of the MySpace profile song) to listen to music, but there’s more options than you’d think. YouTube, of course, has a ton of music on it, being the home to professional music videos and fan uploads. But TikTok is a huge music source as well; the structure of the short videos promotes constantly changing and trending audios, whether new music, remixes, or revivals of old tracks. So, it makes sense that 67% of all young people agree that most of the new music they hear these days is on social media—especially given they’re on TikTok and YouTube more than any other platform (Gen Z and Millennials Are Using Social Media to Listen to Music Now - YPulse, 2022). This implies that music was engraved in young people’s hearts, especially us Filipinos were in every

occasion whether it’s for birthdays, anniversaries or even in wakes karaoke is a necessity.

Next, watch movies/ KDrama series on social media platforms has 3.47 as weighted mean and described as sometimes. If Filipinos love music, they also patroned movies and series from other countries. Us Filipinos were known to be cultural relativist; we appreciate the diversity of others culture and one of those was movies or series from Korea. According to Bocol (2017), Kdrama is the best popular drama in Asia. The Korean drama is made in South Korea, and mostly in a miniseries or in episodes format with distinctive features that set it apart from regular Western television series or soap operas. Korean drama can set in contemporary times or in historical settings, and we can say it with sageuk.

Different genres apply to these two types, from romantic comedies and action series to fusion science fiction dramas. Kdrama genres like romantic, romantic-comedy, medical drama, historical, supernatural, school, melodrama, action, and even psychological are the best

and the most lit of all. Korean dramas have an interesting story that and fun to watch. Korean drama also preferred for teenagers and youths. The teenagers love Korean Drama because they can watch their favorite actors or actresses like Park Bo Gum, Song Joong Ki, Song Hye Kyo, Park Bo Young, etc.

While, social media platforms serve as a ground for creativity and self-expression had a weighted mean of 3.31 and described as sometimes. Young people today have grown up with the ability to share content with a global community, all at the click of a button. And now, the gap between life online and offline is smaller than ever before. So much so that it should come as no surprise that for this generation, identity and technology are intertwined. Whilst some have expressed concern at the influence that social media has on their identity, new research has found that for Gen Z, social media enables a new form of self-expression and creativity that empowers them to be their truest self.

After nearly two years of lockdowns and restrictions, and a lack of large, in person celebrations, it's no wonder young people are lacking confidence in 'real life' situations. When we asked what was fueling this confidence gap, fear of judgment from others (42 percent) and pressure from society (34 percent) were the driving factors. But despite this, a hopeful number of young people are embracing the confidence that comes with growing older, with 40 percent believing this is something that comes with age (Communications, 2022). Even though pandemic taught students to dive deeper into building one's online identity, some learner respondents are still comfortable on their own skin without getting validations from others in the online world.

Play online games on various social media platforms on the other hand, gained a weighted mean of 3.10 and described as sometimes. This indicates that some learners find online gaming as a relaxation to end their long day at school. Hence, others view online gaming as a distraction and can lead to addiction. According to an article of Michelle (2021), previous research with children has shown that those who play more video games are more likely to have good social skills, perform better academically, and build better relationships with other students owing to the social and collaborative components of these games. Researchers have also suggested that video games could help adolescents develop problem-solving skills through strategic video games and role-playing games, and

young adolescents may be better at solving problems. On the other hand, a study by the Minnesota School of Professional Psychology of Argosy University found that video game addicts argued with their teachers, argued with their friends, and scored lower than others who played video games.

However, discover the latest dance craze on social media platforms has a weighted mean of 2.88 and described as sometimes. Social media can be defined as the creation or sharing of content—such as photos, videos, or written information—through the use of websites or similar platforms that users post and share this content to for social networking, business, or just to be seen. This platform has increased visibility for everything, but dance in particular. Because of the use of Facebook, Instagram, Twitter, YouTube, Snapchat, and TikTok, dance has received so much more press and viewership. If you want to get noticed or seen as a dancer by others, if you have a dance studio and want others to see what you have to offer, or if you just want to showcase your work for classes that you teach, social media, with the use of the platforms mentioned above is a great way to do it.

Read digital books or e-books has a weighted mean of 2.73 and described as sometimes also. According to Harman (2023), eBooks offer numerous advantages over printed books. They are cost-effective, convenient, portable, and environmentally friendly. They also offer several customization options, accessibility features, and multimedia elements that are not available with printed books. Additionally, eBooks provide several benefits for learning and education. While printed books will always have a loyal following, the advantages of eBooks make them an attractive alternative for readers. Because of this, students won't dread carrying lots of book and learning will become pleasing and elevating experience for them.

Film sports challenges on social media platforms has a weighted mean of 2.71 and described as sometimes too. Social media and professional athletes have become intertwined in today's digital world. Nowadays, professional athletes have new ways of promoting their personal brand, communicating with their fans and sending their messages across multiple platforms. Even though social media can be an important tool for them, there are certain challenges that need to be considered in this context. To summarize, even though the visibility and the opportunities offered by social media could become an asset for the athlete's own branding and the

causes they care about, there are also significant challenges, mostly related to their mental health, that cannot be ignored. A strategic planning as to content sharing and the athletes' support network are both significant parts in preserving their emotional balance (Miliordou, 2023). Students were thrilled seeing someone do amazing things such as doing a sport challenge of who would finish first or attain the highest score. During intramurals they even upload videos of their games and post it with different hashtags.

Create art digitally has a weighted mean of 2.69 and described as sometimes. Some view technology as a threat to originality and as seeking to replace traditional artmaking. This idea can certainly be worrisome for art teachers. However, studies suggest the use of digital tools in art education increases artistic development and creativity.

In a digital age, art teachers feel the need now more than ever to advocate for their programs. A digital arts curriculum can serve as a powerful advocacy tool. There were benefits of teaching digital arts in classroom such as not every student has a set of watercolors or acrylic paint set at home, but many students have access to some type of digital device like an iPad or smartphone or increased access. Then, it offers convenience You can carry your device with you almost everywhere, and it's always ready when you are ready to create. Next, instant shareability because digital art creation is already stored on a digital device, it is easier for artists to share their work in its highest form. Lastly, increased productivity wherein creating digitally saves time. If you make a mistake on a digital drawing or painting, you can simply press the undo button to start over. In a digital creation, you can erase without a trace, change colors easily, and position and resize objects in seconds (Schukei, 2019). Since we all know some students has passion for arts as seen on their school outputs and the poster making contest, they won over it would be best if every now and then learners' passion for the arts would be developed.

Book travels on social media platforms has a weighted mean of 2.58 and described as rarely. From researching

destinations to booking flights and hotels, social media has become an integral part of the travel experience for millions of people around the world. Not only do travelers find inspiration on Instagram and TikTok and check reviews on Facebook, but they also use the same platforms to book their hotels and activities. Social media has changed the way people approach their trip planning.

According to Statista, 36.5 % of travelers said they used social media to find travel inspiration or ideas. The trend is more prevalent among young travelers. About 60 % of Generation Zers and 40 % of millennials report they use social media for travel purposes. Many of these travelers might plan entire trips around specific destinations or activities they found on social media — especially if they saw it on their favorite influencer's profile. Instagram and Facebook are especially influential platforms — 46 % of Gen Z travelers say Instagram influences their travel decisions, while 50% say Facebook posts do the trick. This is because there's an abundant amount of travel content available online. Many travelers find that sharing vacation photos on social media is an essential part of their trip. In fact, 90 % of millennials share photos while they're on vacation. The "#travel" hashtag alone has over 670 million posts on Instagram (Vianna, 2023). This implies that students rarely used social media platforms since their allowances are tight and some of them can't afford that even though most of them badly wants to post that #travel goals with their families and besties.

Lastly, stream live footage came last with a weighted mean of 1.96 and a description of rarely. Social media live streaming refers to real-time videos shared on social media platforms (as opposed to videos filmed in advance and then posted to social media). It is sometimes referred to as "going live" and is most often used by creators and influencers, who can tap into features like live chats, polls, and question prompts to invite viewers to participate in real-time conversations with them (Kutuchief, 2022). Learner respondents answered that most of them rarely stream live footages and it's the other way around, they are watchers or viewers instead of live streamers.

*Table 2.3: Extent of utilization of social media for social engagement purposes*

Indicators	Weighted Mean	Description
Use social media platforms for communication purposes	4.22	Often
Social media platforms help network with other people who share similar interests and ambitions	3.58	Sometimes



<b>Social media platforms raise awareness of important social issues</b>	3.56	Sometimes
<b>Social media platforms serve as channels for gaining new friends</b>	3.44	Sometimes
<b>Utilize social media platforms to update the whereabouts</b>	3.22	Sometimes
<b>Employ social media platforms for student advocacy campaign</b>	3.21	Sometimes
<b>Average</b>	3.54	Sometimes

One of the extents of utilization of social media categories is for social engagement purposes as shown in Table 2.3. Use social media platforms for communication purposes has a weighted mean of 4.22 and a described as often. Social media plays a very vital role in every student's life. With its help, providing & fetching a lot of information, communicating with friends, classmates, teachers & colleagues have become an easy-fit option. Students & teachers now get connected while making better use of this platform for gaining & providing education, respectively (Kajal, 2023). Clearly, no doubt among the purposes of social media it has been the top-notched response since thru social media platforms learning can be extended outside the four corners of the classroom.

Social media platforms help network with other people who share similar interests and ambitions with a weighted mean of 3.58 and described as sometimes. In today's world, many of us rely on social media platforms such as Facebook, Twitter, Snapchat, YouTube, and Instagram to find and connect with each other. While each has its benefits, it's important to remember that social media can never be a replacement for real-world human connection. It requires in-person contact with others to trigger the hormones that alleviate stress and make you feel happier, healthier, and more positive (Robinson and Smith, 2023). The learners answered sometimes since they value the real and physical connection among their social groups. After all, human beings were known to be social animals who search for companionship.

Also, social media platforms raise awareness of important social issues has a weighted mean of 3.56 and described as sometimes. One of the key benefits of social media is its ability to create awareness about social issues. Individuals and organizations can share information, news, and personal stories to educate and inform others. Through the use of compelling visuals, videos, and infographics, social media posts can capture attention and resonate with audiences. Additionally, social media allows users to build networks and connect with like-minded individuals, forming communities that are passionate about specific causes. Social media

platforms are especially popular among young people, who are often more tech-savvy, creative, and socially conscious than older generations. Social media provides an opportunity for youth to engage with social issues, express their opinions, learn from others, and take action. Social media also empowers communities by providing a space for dialogue, collaboration, and solidarity (Akhimien, 2023). Indeed, social media platforms awakened the advocate portion of students hence, not all of them were promoting social good and activism since the description of the weighted mean results to sometimes.

Social media platforms serve as channels for gaining new friends has a weighted mean of 3.44 and described as sometimes. For today's teens, friendships can start digitally: 57% of teens have met a new friend online. Social media and online gameplay are the most common digital venues for meeting friends (Teens, Technology and Friendships | Pew Research Center, 2020). Yes, that's probably true but according to the findings of this study, students preferred to have fiends in real life than only in online apps. They want someone who they can hang with physically, someone who they could hug when they need a shoulder to cry on and someone who they could tap in the back if they were laughing too much.

Utilize social media platforms to update the whereabouts has 3.22 as weighted mean and described as sometimes. Learner respondents value their privacy that's why they limit their posts about their location unless its intagrammable for them were they can gain a lot of like or heart reaction in their online accounts. There were instances where leaking information about your whereabouts may harm you that's why the responses imply sometimes. In an article by O'Donnell (2020), he said that "Not only does your social media status update or location check-in information tell somebody where you currently are, but it also tells them where you aren't. This information can be just as dangerous in the hands of criminals—particularly when you post enough data to identify patterns in your daily or weekly routines."

Finally, employ social media platforms for student advocacy campaign has a weighted mean of 3.21 and described as sometimes. Digital advocacy has transformed how modern advocacy campaigns are run. Today, most advocacy campaigns include an online component that includes a social media advocacy

strategy. By doing so, these campaigns can extend their reach to tap into new audiences, strengthen their connections with supporters, and spread awareness about their cause to a greater degree than they could through traditional methods alone.

**Table 2.4:** *The extent of utilization of social media for business purposes*

Indicators	Weighted Mean	Description
Use social media platforms as a tool to generate brand awareness	3.08	Sometimes
Social media platforms become a tool in videography and photography services	2.60	Sometimes
Use social media platforms to post items for sale	2.59	Rarely
Use social media platforms to analyze competitors	2.43	Rarely
Use social media platforms to transfer funds	2.39	Rarely
Use social media platforms to engage with customers	2.26	Rarely
<b>Average</b>	2.56	Rarely

Table 2.4 shows the extent of utilization of social media for business purposes. Use social media platforms as a tool to generate brand awareness has a weighted mean of 3.08 and described as sometimes. Some senior high school students come up with different products that will aid their allowances or as part of their curriculum on Home Economics they were required to do so and in order for them to achieve their target sales they post it online on their FB account.

According to Tittley (2023), there are many benefits of using social media for brand awareness. The relationship between social media marketing and brand awareness is undeniable, they are intrinsically linked in the modern world. In 2022, there were 4.59 billion social media users worldwide and that number is set only to rise. To put that into perspective, over half the world's population has a social account. This gives businesses a huge opportunity to connect with their target audience in a personal and authentic manner. This is half the battle, if you can make people aware and make a good first impression, you are far more likely to sell your products or services down the line. Awareness is the first stage in a customer's journey. Before they make that first purchase, they need to get a bearing on what your brand represents, and how it aligns with their own personal identity.

Then, social media platforms become a tool in videography and photography services with 2.60 weighted mean and described as sometimes. As part of social institutions, education offers many skill enhancing activities and part of it was photography and videography. Learners were able to pursue their passions in capturing moments thru photographs and

videos. One thing about it was they were able to earn money while pursuing their dreams at the same time and it was made easier with the use of social media platforms. Based from the Blog of Bird (2022), people these days invest their maximum time online and get inspired by others' lifestyles. Seeing photographs of different tourist sites, mesmerizing natural landscapes, or even celebrating personal events creates desires in their hearts to experience them as well. Hence, marketing on social media through photographs can act as a brilliant way to promote the photography business.

At present, the leading social media sites for business are Facebook, YouTube, Instagram, Pinterest, Twitter, LinkedIn, Google+, Snapchat, and WhatsApp. So, photographers have numerous platforms to promote their work and attract their desired clients. However, the image size requirement varies from site to site, which should be kept in mind to promote the best quality photographs. The biggest advantage of using social media for marketing is that business owners can communicate with their existing clients and get involved with the new ones by tracking the requirements of the clients no matter where they are in the world. However, this only applies to learners who had the means to do such activity that's why learner respondents says that they use social media platforms with this reason sometimes.

On the other hand, use social media platforms to post items for sale has a weighted mean of 2.59 and described as rarely. This implies that learners rarely post products in their social media account since as mentioned earlier, some students do online selling based on their needs whether it's part of school activities or for allowances.

Nevertheless, (How to Sell Your Products on Social Media, 2022) views social selling as the use of social media to sell indirectly by focusing on the networking part of social networks and building genuine relationships with potential customers or the people who influence them. Also, selling products on social media used to involve a lot more steps—and a lot more luck. You’d promote a link to your website and cross your fingers that potential customers click it, add a product to their cart, enter their details, and check out.

While, use social media platforms to analyze competitors has a weighted mean of 2.43 and described as rarely. Since rarely some of the students need to come up with business plans, they were required to come up with feasible plans and part of it was conducting research along with their competitors. In the article of Newberry (2023), a social media competitor analysis is an analysis of your competition on social media to find out what their strengths and weaknesses are, and how those strengths and weaknesses compare to your own. It’s a process of benchmarking your own results against the heavy-hitters in your industry, so you can identify opportunities for growth as well as strategies that aren’t performing as well as they should. Thru this method, learners were able to see realistically that putting up a business is a hard challenge.

Nevertheless, use social media platforms to transfer funds has 2.39 as a weighted mean and described as rarely. According to Frankenfield (2022), social payments are the use of social media or an app to transfer money to another person or business. The trend was first popularized by PayPal, but the sector now

includes other applications like Venmo, Google Wallet, Cash App, and Apple Pay. This implies students rarely transfer funds thru social media platforms, it varies on the situation if their parents were far from their present residency and they need to ask for allowance they access GCash wherein it was easily obtained. Also, if there were special occasions where their relatives send money since they were unable to give their presence to the said event.

Lastly, use social media platforms to engage with customers has a 2.26 weighted mean and described as rarely. Csizmadia (2023) highlighted that social media statistics have proved the supremacy of social media networks when it comes to interacting with loyal or potential customers. Engaging your customers will increase brand awareness and leave them with a great customer experience. Moreover, by retaining the user’s attention for a longer period of time, you can increase your lead acquisitions. This happens rarely since not all the respondents were managing their own businesses and most of them were dependent with their parents for allowances.

**3. Academic Procrastination Levels of the Students**

The issue on procrastination said to be a common behavior noticed among students. These students opted to procrastinate for several reasons. Some of them lack the motivation to start academic tasks while some are confronted by several distractions, which resulted in delays. In addition, poor planning and time management are also reasons why these learners are prone to procrastinate.

*Table 3: Academic Procrastination Level of the Students*

Academic Procrastination Level	Frequency	Percentage
<b>Impulsive Procrastination (4.60-5.00)</b>	2	4
<b>Chronic Procrastination (3.60-4.59)</b>	13	26
<b>Severe Procrastination (2.60-3.59)</b>	21	42
<b>Moderate Procrastination (1.60-2.59)</b>	12	24
<b>Mild Procrastination (1.00-1.59)</b>	2	4
<b>Total</b>	50	100

Procrastination as a phenomenon varies in degree. Table 3.0 shows the data on the academic procrastination of the learner respondents. It was disclosed by the results that there are 21 or 42% of the 50 respondents who manifested severe procrastination level. These students failed to complete most of academic tasks and their procrastination leads to significant distress. This implies

that learner respondents require counseling from a professional in order to overcome their procrastination.

It was discovered that there are also 13 or 26 % of the respondents who have chronic procrastination. It occurs when a student has difficulty completing tasks over an extended period of time. It is vital to determine the



underlying reason of this behavior and take action to resolve it.

There are 12 or 24 % of the 50 respondents who experienced moderate procrastination whereas, usually involves more than mild procrastination, such as skipping classes or avoiding studying. Just like the aforementioned, it is relevant to know the cause of such behavior in order to take action to address it. This may include talking to a teacher or tutor for help or seeking out other resources to help learners stay on task.

Additionally, the results show that 2 or 4 % of the respondents displayed impulsive procrastination. It is when a student takes on too many tasks and then fails to complete them. Lastly, 2 or 4 % of the respondents also in this study revealed that they experienced mild procrastination. It was the common form of procrastination and typically involves putting off tasks until the last minute. Just like in impulsive procrastination, learners could set a schedule and break up tasks into manageable chunks as a solution to their procrastination.

#### ***4. How Social Media Utilization Paves the Way to Students' Academic Procrastination***

The proliferation of social media applications in the internet provides easy access to students engage with the platforms. In fact, social media engagement has become a major component in the school life of the students.

These social media applications offer a wide range of benefits as claimed by those who ventured into business while in the school setting varied points of view surface. Some school stakeholders have noticed the benefits offered by social media engagement while there are who assert the disadvantages of these platforms. They correlate social media utilization to students' academic procrastination. For them, social media is a major factor that contributes to procrastination.

#### ***Social Media Utilization for Learning Purposes and the Students' Academic Procrastination***

Verifying the controversy on correlating social media engagement as a contributory factor to learners' performance has been a major task of this investigation. Alarmed by these situations in which social media platforms have been acknowledged as an integral part of learners' school life and the statistics found that Filipinos on average spent over four hours using social

media platforms in a day, is really timely that the impact of social media engagement is looked into.

When the FGD with student participants was held, it was elicited from them the points of view on the issue that social media utilization negatively impacts their learning and school performance, they aired the following sentiments:

"In not all instances the engagement with social media platforms brings negative influence on our part as students. I can attest to that when the DepEd implemented the remote way of learning in 2020 up to 2022 and the social engagement platforms became my companions in learning," asserted Learner A, a consistent honor student.

"Indeed, those students who have cellphones are very lucky especially when they have load. They can research anytime and anywhere, as long as there is signal. They can surely finish their projects on time.", shared in unison by Learners C and D who possessed smartphones in 2021 provided by their parents as an emerging need in the conduct of online classes and considered themselves very lucky to own a smartphone.

These cited learner respondents' ideas are reflective of the power of social media in improving learning engagement. Social media can be a potent tool to be used in studies and keep students motivated. These learners are encouraged to interact with their classmates and teachers as emphasized in the idea of learner participant 1.

Meanwhile, accomplishing school tasks and requirements is facilitated by the learners' engagement with the social media. For them, the use of social media is not a waste, instead, it is a mechanism towards increased time management among students. This idea surfaces in the shared points of view of learner participant's C and D. Clearly, when social media is used for the purpose of learning, these learners never delay their academic tasks. Instead, they are motivated to accomplish the school tasks on time. The students' engagement to educational social media platforms facilitates academic tasks completion.

#### ***Social Media Utilization for Leisure Purposes and the Students' Academic Procrastination***

Substantiating the squabbling on linking social media usage as a related aspect to learners' nonchalant attitude

towards finishing school works has been a foremost mission of this study. Startled by these situations wherein every corner you see students in school grounds busy staring and scrolling down in their smartphones takes on a new perspective on how we see technological advancement. For the past years, leisure in entities is increasing day by day and seemed like idle hours keep on adding up especially on today's generation.

During the FGD with learner respondents was conducted, it was gathered that social media utilization destructively impacts their educational performance, they exposed the following thoughts:

"ML, FB and Tiktok keep me out all night resulting to forgetting and eventually not doing my homeworks" as shared by learner respondents E, F, and G.

Disclosed by these research participants how social media engagement results to academic procrastination. These were instances that the senior high school students failed to accomplish school work due to their irresponsible use of social media platforms.

Learner respondents 2 and 3 also timidly admitted that playing ML with my classmates during vacant time make me happy. These testimonies proved how social media platforms was much on the leisure side.

Meanwhile, when other see social media platforms engagement as an obliteration others view it as a brief pause for rest or enthusiasm to get things over with. As claimed by learner participants, social media platforms alleviate their moods.

"At the end of the day, the only reward I'm looking for is to use my smartphone after the long tiring day in school" uttered by participant 4.

"Music helps me to keep things done in no time." as respondent 5 revealed. Pondering these statements this implies that usage of social media platforms was relevant for students since taking a breather is a sign of self-care and having a moment with themselves creates a healthy balance between academics and gratification.

Nevertheless, majority of learner respondents manifested severe academic procrastination whereas students displayed distracted attention in finishing school tasks since social media try to keep students from noticing or thinking about something which was their

school activities. These scenarios convey the lack of self-control among learners and resulting to voluntarily delaying tasks. Social media utilization for leisure purposes undeniably seized by thoughts unrelated to the work among learners.

### ***Social Media Utilization for Social Engagement and the Students' Procrastination***

Faced with unfortunate state during the pandemic, people had a lot of time contemplating the essence of life and what is the relevance of other beings and social media platforms aid individuals' loneliness. Students' motivation to learn diminished since they can't hang out with their peers, ask their professors and some of them lack parental support to finish school tasks. Nevertheless, social media platforms were students "go-to" when they need to communicate with others.

The following statements were the praise worthy aspects of social media platforms where academic procrastination can be eased:

"During pandemic, my best companion was my smartphone to easily connect with my teachers and classmates and search about a topic that I find difficult." voiced out of a learner respondent who's happy that the communication during pandemic was plain sailing.

Additionally, some of the learner respondents perceive social media platforms as a tool for self-expression. According to them they post photos, videos, or statements based on their current feelings like the way how things turned out for them at home and school. Today's generation are indeed not afraid to speak their minds.

On the other hand, it's possible to exhibit emotions too much. Excessive emotional expression can cause discomfort in others and put pressure on them to feel the same way. Social media paves way to learners redirected focus and sometimes emphasizing personal hobby focus.

If there were positive side on social media utilization on student's engagement, there were also shortcomings as disclosed by students during the FGD and the result of survey questionnaire. The following were:

Twenty-two out of 50 respondents claimed that they waited until a classmate did his/hers, so that he/she could give you some advice. 18 out of 50 also revealed that

their friends were pressuring them to do other things. This indicates that there was a high emotional dependency among students, learner respondents look at their peers as one of the factors affecting them to delay task academically. This also means that the circle of friend's learners should look for were individuals that make them more productive and less likely to quit.

"I felt happy and at ease if my classmates are also in the same situation as I am when it comes to doing school works, by that I don't feel I'm left behind." This was declared by one of the learner respondents. Although social media platforms were powerful tools to efficiently get things done, through the influence of peers some learners lack motivation to do their school works. This may have a bearing why learners delay their tasks since they were putting other people's thought first.

### ***Social Media Utilization for Business Purposes and the Students' Academic Procrastination***

In the knotty world were in, tech-savvy individuals persist more. Mark Zuckerberg founder of Facebook, Elon Musk – the CEO of X formerly Twitter, Larry Page, and Sergey Brin who were co-founders of Google, and many more were known to be the movers of this contemporary world. This introduction to social media platforms made an escalation of gig economy, were opportunities such as passions and skills became a money-making venture and even students were no exception in being part of this freelance act. Starting a small business was both a big problem and a golden opportunity to some learners.

In administering the FGD, some students gaze social media platforms as boon and bane, the following statements were highlighted:

"Internet serve as a handful tool for students like us especially, in coming up with a business plan." these were stated by Grade 11 learner respondents. This indicates that social media platforms helped with their academic tasks as HE learners and made it possible for them to efficiently come up with substantial business plans.

"Gcash application made it easier for me to get my allowance from my parents in Manila" uttered by learner respondent 8. Since GCash able to send and receive money at the same time it was beneficial on student's part to use it to get their allowances. Now you can see some shops and restaurants just need scanning of QR

Code and you can already pay the bill. Also, another factor that was revealed was that student's perform well in class if they were rewarded through increase of allowances.

Unfortunately, not all business purposes in utilizing social media had a positive effect on students. One student admitted that Shopee make me divert my attention instead of doing other thing. As manifested, the social media app Shopee had good traction in masses and learners were no exception from that. The impulsive buying was highlighted and in relation to academic procrastination it was displayed that students tend to delay tasks due to social media engagement where they fancied things.

Learners displayed digital shopping craze and self-will prevails just for the sake of "being in". Due to craze or short-lived current fashion, learners get sidetracked resulting to ignoring or delaying finishing school works. A necessity exists to control their purchasing behavior to avoid overspending at the same time get back on track in relation to academic works.

The relationship of extent of social media utilization and academic procrastination was emphasized based on learning purposes, leisure activities, social engagement and business utilization. This study indeed evidently highlights the main objective of social media utilization among senior high school students. Also, how big was the impact of the engagement to it along with student's academic procrastination.

With all the sources of data available and insurgency on learning modalities its bizarre to think that academic procrastination of learners still exists in this post-pandemic era. One factor being beheld by the prevalent academic procrastination was the extent of social media utilization. An intervention program is needed to lead learners towards academic success. Social media utilization must be well thought of learners need to maximize its bright side rather than embrace it as an obstruction in their studies. This is a program that will cater strategies towards mitigating academic procrastination and achieving the holistic development of learners.

### **V. CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the statistical methods employed in this study, the following findings were drawn: Facebook is the most popular social networking platform among students, according to the 50



respondents, of whom 49 used it. Among the 44 learners who responded, TikTok and YouTube both received a ranking of 2.5. However, 43 learners responded to the survey and used Google and Messenger, giving them a combined rank of 4.5. Out of 50 learners who responded, 27 of them used Shopee, which was ranked sixth among social media platforms. Instagram and Mobile Legends came in at rank 7.5, and 22 of the learner responders used them as well. Finally, WeChat and Discord were only used by two respondents, placing them at the bottom of the list. The extent of utilization of social media for learning purposes of senior high school students obtained average mean of 3.54, for leisure purposes it was 2.96, for social engagement purposes 3.54, these three had a description of sometimes and for business purposes 2.56 which was described as rarely. Of 50 learners who responded, 21 or 42% shown severe procrastination. Twelve or 24 % of them procrastinated moderately, and 13 or 26 & chronically. On the other hand, 2 or 4 % out of 50 learner responders were identified to demonstrate Impulsive and Mild Procrastination. A contributory factor in learners' academic procrastination was social media utilization. With the comfort in terms of access to vast categories of contents offered by this internet-based channel of communication, these senior students affirmed that their academic focus was affected. To mitigate academic procrastination among Senior High School Learners, a proposed guidance program has been designed.

Based on the findings of the study, the following conclusions were drawn: First, Facebook, TikTok, YouTube, Google, Messenger, Shopee, Instagram, and Mobile Legends are the social media platforms oftentimes utilized by senior high school students. Additionally, social media has an influence on students' life that is both favorable and unfavorable seeing that, students must utilize social media with awareness and moderation, taking into account both its advantages and disadvantages. Also, most of the learner respondents manifested severe academic procrastination notably, this phenomenon was alarming since learners failed to complete most of academic tasks and their procrastination leads to significant distress. Moreover, the accessibility and the numerous contents offered by social media platforms lure senior high school students to be obsessed with internet-based communication channels gradually resulting in academic procrastination. Lastly, a guidance program is needed to assist learners in their utilization of social media platforms thereby mitigating academic procrastination.

Based on the findings and conclusions of the study presented, the following recommendations are suggested: (1) Senior high school students be mindful in terms of to what sites they would engage in by becoming aware of their purpose and the relevance of the application and thru guidance from parents and teachers. (2) School activities on social media literacy be inclined toward the development of proper social media etiquette among senior high school students. (3) Focus group discussions be conducted among parents, teachers, guidance counselors, and administrators regarding promoting learners' responsible social media utilization and mitigating academic procrastination. (4) The proposed guidance program be implemented to develop responsible social media engagement and address the academic procrastination among learners.

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