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## SOCIAL MEDIA INFLUENCES TO TEENAGERS

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**Keywords:** social media, influences, social awareness, teenagers, behavior.**Abstract**

This paper analyzes discursively the influences of social media to teenagers. The theme and language of social media contents and the behavioral influences for social media awareness are specifically analyzed. The findings reveal that social media contents depict human frailties while internet slang mobilizes the contextual language of social media and teenagers' use of social media critically influences internet addiction, sleeping pattern, communication preference, language acquisition, academic endeavor, task performance, and need for immediacy. Based on these results, it is concluded that social media drive the formation of the high school students' behavior. Out of the findings and conclusion, the following are recommended: there be a guideline in choosing social media contents used as classroom teaching materials; the academe holistically assesses the effectiveness of social media as a communication channel and as a tool to enhance learning; and interventions to control social media use be considered by the different affected groups.

**Introduction**

Social media at present is one of the most engaging activities online. Popularly used by almost everyone in this generation, users range from children to adults where teenagers are considered the heaviest users. According to the 2015 report of the Pew Research Center, 92% of teens go online daily which indicates that their day to day lives are woven by social media. By being so active online, they are exposed to various forms and contents both positive and negative. The various forms and contents of this type of media expose the teenagers to all sorts of materials. These materials are then used differently by these individuals according to their own personal preferences and purposes. These may either be beneficial or detrimental. There are many drawbacks that may outweigh the benefits that social media bring.

As Siddiqui and Singh (2016) emphasize, despite the various merits of social media, they also have some demerits which affect youngsters. The very notable given effect is that these youths are influenced by useless blogs that may influence them to become violent and resort to inappropriate actions. As much as social media benefit the users, an adverse effect such as this is disturbing.

A citation of Naizabekov's work by Hashem (2015) also adds to the determined effects. The study concludes that social media invoke procrastination as an effect of its distracting nature. A social media user would take more time to complete a task than those who are non-users. The use of social media while studying builds negative attitude towards their individual work at school.

In the work of Dos Santos et al. (2018), they discovered that as online social media become one of the most significant tools to communicate and exchange ideas, abusive language incapacitates it. This unfortunately has damaging effects on the users of social media. In fact, a recent survey by YouGov.uk discovered that aggressive or offensive language is the most professionally damaging social media activity.

Given how pervasive social media are today, many parents, educators, and other adults are deeply worried on the role of these media in the lives of teens (Brooks, 2015). The integration of social media into their daily routine takes a lot of risks knowing that confusion, self-identity crisis, and the need to decide independently set in during this period making adolescence the most crucial stage in life (Rideout, 2012). It is this time that teenagers seem to be at loss in deciding whether something is right or wrong or what particular action should be done on a particular situation. Their exposure to the varied contents of the social media they are hooked to makes them easy targets of persuasion and delusions.



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These setbacks social media bring are alarming; yet, people seem not to care. This perhaps is due to the fact that because these media serve them well, the disadvantages they bring are put aside. Although not all of the given setbacks may be applicable at once, a single one of them is destructive enough. The level of its effect may not be similar; but since it impacts negatively, it needs to be focused upon. Any one of these disadvantages poses the same negative effect to the user regardless of age and gender.

With the volatile nature of teenagers and the perils and rapid infiltration of social media throughout the country, even in rural areas with less accessibility to social media, there is a need for society to be aware of the influence of social media to the behavior of teenagers. Knowing that almost every teenager anywhere in the country is engaged in social media, an action should be done to educate or inform people regarding its influence especially to the young. Although these setbacks are already given in the growing number of studies, less is given attention to information dissemination. Most studies only stop at knowing what the pros and cons are of social media. Seldom are the studies that create or produce materials for people to be socially aware on what these social media are doing to the minds and behaviors of these teen users, especially in the rural areas.

In this era of highly digital technology, everything is provided in social media. From simple entertainment to significant information, there is nothing social media cannot offer. Its dynamic features allowing user-generated contents add to its value among the users. Anybody who has the means to the internet, which at present is very much accessible, has all the chance to enjoy such advantage. This permits the infiltration of varied contents from different sources. The question now on validity sits in. As the number of contents multiplies, the number or sources increases as well. In the long run people come to realize the possibility of false information. Along the way, they learn to distinguish authentic from falsified contents. It is therefore highly relevant to provide readily available authentic materials especially those intended for social awareness. It is high time for people to really give serious attention as to how these digital social media work in the lives of these young people.

### Objectives

This study investigates on the influences of social media messages to the behavior of the high school students of the Visayas State University. Specifically, it focuses on 1) content analysis of the message in terms of theme and language; and 2) behavioral influence of social media.

### Methodology

This study is qualitative in nature employing a content analysis and a face-to-face, administered survey. The survey questionnaire is adapted since the questions are tailored to directly provide sufficiently detailed and accurate data according to what is needed in the study.

The survey questionnaire administered to the grades 9 and 10 junior high school students of the Visayas State University in Visca, Baybay, Leyte is the main source of data in this study. For a well-represented data, the students are divided into two groups according to the availability of internet connection in their home town. The survey questionnaire is comprised of combined semi-closed and open-ended questions. A list of possible answers is given with the option to add choices not included in the list. Other questions solicit personal answers from the respondents. There are two parts in this questionnaire. The first part contains personal information. Names are not included to maintain the privacy of the participants and to keep the data confidential. The second part caters to the usage of social media among the identified respondents. It encloses questions for the identification of the contents favored by the participating groups. Answers to these questions lead to the selection of social media content for the analysis of theme and language. Questions leading to the possible influences of social media to the behavior of the respondents are reflected in here, too. A pre-testing of this questionnaire is done to the identified respondents to determine its workability and clarity. Revisions or modifications are implemented to make the questionnaire functional and comprehensible enough for the actual survey.

In order to gather sufficient data, specific procedures are followed. A permission to conduct the study among the high school students is acquired by sending a letter of request to the junior high school principal. When granted permission, a consultation among the prospect respondents is held to come up with specific dates for the



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conduct of the survey. More than one schedule is set depending on the availability and convenience of the respondents. On the scheduled dates, an overview of the study is presented before administering the survey. Open communication is established to build rapport with the survey participants to minimize hesitations in answering the survey questions. All of these data gathered are then tallied on tables for a comprehensive presentation and discussion.

### Results and Discussion

#### Content Analysis

Out of the collated data, it is known that the top three mostly chosen contents on social media are jokes in meme form, trending videos, and pranks. To come up with an analysis of the themes and language of these materials, five samples of each type are studied. The identified themes and descriptions of the language in each type of content are presented in the following matrix.

*Table 1. Content Analysis of Theme and Language*

CONTENT ANALYSIS OF SOCIAL MEDIA		
Content	Theme	Language
Meme	<ul style="list-style-type: none"> <li>• Physical imperfection</li> <li>• Abstracted admiration</li> <li>• Chronic procrastination</li> </ul>	<ul style="list-style-type: none"> <li>• Descriptive</li> <li>• Figurative</li> <li>• Short words or phrases</li> <li>• Internet slang</li> </ul>
Trending Video	<ul style="list-style-type: none"> <li>• Fashion-forward fancy</li> <li>• Quest for wisdom</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Literal</li> <li>• Complete sentences</li> <li>• Internet slang</li> <li>• Foreign words</li> </ul>
Prank	<ul style="list-style-type: none"> <li>• Juvenile shenanigan</li> <li>• Implicit trust</li> </ul>	<ul style="list-style-type: none"> <li>• Descriptive</li> <li>• Literal</li> <li>• Short or complete sentences</li> <li>• Internet slang</li> <li>• Profanity</li> </ul>

#### Thematic Analysis

##### *Memes*

As the mostly used content, an internet meme, according to Davison (2010) is typically a joke which gain influence through online transmission (122). It is identified as a unit of information such as idea, concept or belief, replicated in the form of hyper-link, video, image, phrase or a combination thereof that are widely spread via internet. They are passed on speedily as a virus at a fast and accelerating speed. The internet users, referred to as the transporters, act as filters and decide what to pass on depending on the context or meaning of the meme (Diaz, 2013).

Memes now are rapidly evading the digital world. They are one of the most trending contents everybody, young and old alike, cannot afford to ignore. There are a number of characteristics that make memes popular. These characteristics are undeniably evident in the memes analyzed in this study. Each of these features is vividly expounded in the contents of the memes used in this investigation.

One recognizable feature is its rich structure. Memes do not only depend on text, but they come with image, sound and a combination of both. This makes memes attractive to the viewing public. Memes also capture the popular zeitgeist or the general trend of ideas or feelings in a particular period of time based on the current remarkable events that made a mark in the minds of the people. By displaying these ideas or beliefs in that



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period of time, memes establish a sense of belongingness and connectedness. This provides a collective experience for the users in viewing and relating to it. Another important characteristic contributing to its popularity is its replicability. With the advent of technology, anybody can directly replicate it according to personal interest or purpose. Digital technology readily provides free tools to aid in the modifications of these memes. The ability to spread rapidly is also one of its distinct characteristics contributing to its popularity. The advantage of online sharing and the easy access of internet make this possible. Memes also have the power to stay over offline memes due to the advancing technology. They can be repeatedly used by simply modifying the content according to what is popular at that particular time (Cole, 2018).

The studied memes present three themes: physical imperfections, abstracted admiration, and chronic procrastination.

### Physical Imperfections

Three specific points illustrate the presence of imperfections in humans. “A flaw in one’s physique fashions insolent mockery,” is one. This simply means that physical appearance is often the cause of ridicule. It shows that people are naturally superficial and have a general standard for beauty. This becomes crucial to a public figure whose actions are watched and recorded by the eyeing public. A simple mistake made opens the door for scrutiny where exemption, even physical beauty does not exist. All the more, physical appearance becomes the first and easy target for such scrutiny. This is clearly cued in the image presented displaying a known personality whose color imperfection has been openly known as a laughing stock to the public.

The second is “Social conventions hold no place for a self-proclaimed beauty”. This is similar to saying that only the society can honestly tell the beauty a person has. This actually uses the physical appearance to present an irony projected through a contrasting text and image of a popular figure. It wishes to express that people keenly observe and remember what a person has done that no matter how he defends or present himself perfectly; he can never change their minds.

“Commendable acts are often heaved to the losing ground when physical beauty sits in”. This is the third subtheme expressing that by nature people always remember a beautiful face than a beautiful deed. Good deeds are momentarily remembered at the heights of time but fades slowly as time passes by. Beauty on the other hand is always imprinted in the mind regardless of time. Despite the imperfect actions, a beautiful face always remain beautiful to people. Whereas, the less physically gifted always appear less despite the many beautiful deeds. The worst, when the less gifted are mistaken, they appear the least to society. These implications are reflected in a hyperbolic modified video casted by personalities popular in the society.

These memes are intentionally used to show people the realities in today’s society. It comes as a reminder for people to recognize what real beauty is. As Buschel (2018) contends, the real purpose or function of memes is to provide an avenue for effective communication of thoughts, views, and ideas as well as participation in the life of the community (64).

### Abstracted Imperfection

Two other memes display abstracted admiration. One is “A longing admiration swallows the mind, yet expels immediate embarrassment”. This actually intends to showcase that when humans are filled with emotions, things seem to crumple up. One cannot act accordingly as his thoughts are only concentrated on his feelings. Embarrassing situations usually arise from this neglect of action. The picture of an awkward teen and the caption itself supports this contention.

“Everything seems too tight when you are with the person you admire”, is a relative display of an abstracted admiration. This actually intends to prove that as one is accustomed to the people around, everybody just seems to be the same. However, there is always this one person who stands out from the rest. Either he brings negativity or positivity, it surely is something remarkable. The awkwardness along with its relative text inhibited in the shown image forms this interpretation.



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### **Chronic Procrastination**

Chronic procrastination is conveyed in the memes, too. The subtheme, “Time is never enough for an unwilling spirit”, confirms that a work never started will never ever finish. It simply means that no matter how a small task is, in a long given time, it will never finish if one has no will to do it. The image projecting progressing time and idleness make up this idea.

A similar situation expresses that, “Every ticking of the clock counts for a hurried task”, reveals that it is always good to have enough time to complete a task. It simply implies that people should not wait for tomorrow to do things that can simply be done now. It assures not only accomplishments, but better quality than a work done hurriedly. The alarming caption and hastiness exuded in the image make-up the entire interpretation.

All these memes prove Foster’s reiteration of Shifman’s conclusion that a whimsical content is one of the six common features in a meme (2014). Evidently, these memes invoke unwanted results due to impulsive thinking. These memes actually remind people to take heed of the surroundings and take control of emotions to avoid embarrassment.

### **Viral Videos**

On the other hand, Burgess’ claim reiterated by West (2011), states that viral videos must have elements that appeal to the popular culture of that time and these elements appeal mainly to the younger generation. Burgess’ proclamation holds true as the trending videos analyzed in this study exhibit a theme on fashion-forward fancy. There is no one else who always go for fashion but the teenagers themselves.

### ***Fashion-forward Fancy***

One video expresses that “Trends are for society, while hearts are to the personality”. It actually presents that standards are set by society due to an immediate adaption by many, especially the young such as the respondents. However, adaption is never dictated but is a personal choice. It all ends up to the person to adapt or not to or to decide which and how he would adapt. The trending fashion contained in the video formulates such assumption.

Being resourceful is actually expressed in the video with the subtheme, “A creative mind is bigger than the newest trend”. It tries to portray that to become trendy, one does not need to have the newest fashion. It takes resourcefulness to creatively present oneself without sticking to the standards set by society. A person does not need to conform to the newest trend if comfort, personal style, and confidence are sacrificed. These alone already make a person distinctively trendy. The tips and hacks shown in this video support this concept.

### ***Quest for Wisdom***

Another relevant theme in these videos is quest for wisdom. As Linkletter et al. claim, online videos have strong influence to people (cited by West, 2011). The topics and demonstrations shown hint the adaptability of such content in the lives of people. This is evident in the identified subthemes presented in these videos.

The first subtheme, “Practicality begets wisdom”, clearly shows that being practical means being wise. The ability to choose the best option is one critical factor for any quest. Being able to choose what is useful, attainable, and important among the many options is the biggest success a man can have. This is a very big challenge for every individual given the many consequences every option may have. Being able to surpass this is means wisdom.

The second subtheme talks about building a sound mind. “A patient heart erects a sound mind”, merely expresses that patience keeps a person’s sanity. With patience, a person keeps track of what is going on around him. He is well aware which would do him good and which will destroy him. With his patience, he will be able to analyze situations; what brought the situation, what effects it have, and what possible solutions could be done. He has enough time to think and be rational with whatever decision he would come up with.



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### **Pranks**

The last two themes are sourced out from the analyzed pranks. Pranks (2003) according to Hobbs and Grafe serve as opportunities in some cases to take pleasure in building the misfortune of others. This is somehow observed in the analyzed pranks.

### ***Juvenile Shenanigan***

Juvenile shenanigan is clearly manifested in the contents of two videos. One video implies that “Even the tiniest lie can mar the cleanest surface”. This line simply means that a slight lie is still a lie and can greatly affect the trust issues in relationships. As people are oriented to be honest all the time, lying is never and will never do any good. Even if the person lied to is somebody close, there will always be a gap because of such act. Although it may be forgotten along the way, at the time it happened things may end up differently. Even if the relationship between the liar and the person lied upon is kept, doubts may build up because of that previous experience. Lying, no matter what can destroy even the closest relationship.

The other video shows that “A secret can tear even the strongest of heart”.

Manifested here is the fact that secrets have the power over a strong person. Anybody including those with strong personalities could be affected by secrets kept or revealed. The effect maybe unknown for a long time if a secret is kept; however, as they say, no secret is kept forever. In time these kept secret will be known and no one can exactly tell where it will lead. In some consequences, the longer a secret is kept, the graver the effect might be.

### ***Implicit Trust***

Lastly, implicit trust is shown in the remaining two videos. The first video keeps the line, “A heart too trusting blooms deceit”. Simply, it reveals that people who believe quickly are easy to be deceived and lied upon. No one knows what real intention people have in deceiving others. It is not wrong to trust other people, but trust needs to be built in time. Trusting too easily is considered as one of the weakness in humans. This is because most of the time, people who trust too fast are put into untoward situations. And by nature, people take advantage of other people’s weakness. The video is discreetly posting that people should be vigilant and wise enough in dealing with people to shun away from deception or trickery which will bring one to destruction.

“Beauty kills a trusting heart”. This is a reminder that beauty is never the right foundation to trust someone. It is a sad thing to know that some people are easily deceived by looks. People often believe the notion to easily trust a person who appears neat, dignified, respectable and wealthy. This notion is taken advantage by deceivers. Despite the many similar instances, people never learn from it. Still many have played victims to this deceit. Until people will live by this notion, deception will never die. It is indeed wrong to see a person’s trustworthiness through the covering of his body.

All in all, these social media contents mirror the weaknesses people had experienced, are experiencing, and will experience. These are the weaknesses people continuously experience every day, yet are never corrected. These indeed depict human frailties.

### **Language Analysis**

The social media contents the respondents are fond of have similar language characteristics.

Internet memes, trending videos, and pranks in English are mostly enjoyed by these teens. Despite the popularity, authors of these contents are actually unknown to them since these contents are passed over and over from one user to the other. The origin does not matter; the content does according to their preference and the way they can relate to it.

Generally, these contents have descriptive, informative or instructive texts. With global users, the contents of social media have been the melting pot of languages used in different ways and for different purposes (Jimma, 2017). The memes and pranks are mainly of descriptive nature, purposely to give entertainment and pleasure while the trending videos are those containing informative speech or demonstrative speech with the purpose to



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share information or educate its audience. These materials are rapidly shared through the popularly known social media sites such as Facebook, Twitter, Instagram, and YouTube.

Anurudu (2017) explains that as an evolving trend, internet memes are used in multimodal ways to express intentions. In support to such claim, Puche (2015) affirms that internet memes make use of humor in a hyperbolic and mentalist way or by substitution or subversion (cited by Diaz, 2013). As observed, simile, metaphor, personification, and hyperbole are usually contained in the memes to emphasize a certain point or idea. Images are supplemented with texts to better express a particular belief or concept. The symbolic characters and places used in these memes make the content interesting enough. Opposite to this is the literal presentation of both the trending videos and pranks since they plainly present actual events.

For Pimentel and Diniz, internet use has brought changes in the style of the formal written language through abbreviating words to single syllable, omitting accents, punctuations, fusion of words and phrases, and the use of graphic symbols instead of words to form sentences (2014).

This contention of Pimentel and Diniz is very much observed in the language used in all three types of social media content. Usually, punctuations are absent in memes. If there are, these punctuations are used incorrectly. Other memes also use end rhyme to give emphasis to a particular point or idea. Since memes basically contains images, only short catchy phrases or sentences are used opposite to how they are used in the trending videos.

Furthermore, in all three contents, abbreviating words to a single or lesser syllable is observable as well. Examples are the words, *you* abbreviated to “*u*”, *are* to “*r*”, *people* to “*ppl*”, and *yes* to “*ya*”. Not only words are abbreviated but phrases are, too. The phrase *I want to* is shortened to “*wanna*”, *I have to* to “*gotta*”, and *I will not* to “*aint*”. There are also omission of last letters such as *hitting* to “*hittin*”, *meaning* to “*meanin*”, kidding to “*kiddin*” and seeing to “*seein*”. The use of internet acronyms such as *OOTD* (*Outfit of the day*), *LOL* (*laugh out loud*), *SMH* (*shaking my head*), *IRL* (*in real life*), and *DIY* (*do it yourself*) which for Fish are created by users to save keystrokes is also very common (9). Neologism or the coinage of words or expressions is another feature in the language used in these contents. Examples of these are the words: “*petmalu*”, “*lodi*”, “*topas*”, “*oka*”, “*walwal*”, “*2nite*”, “*cu*” and “*b4*”.

It is also noted that existing words are given new meaning according to their use in the internet world. The word *GUCCI* is originally a fashion brand; however, in the digital sense it actually means “*good, awesome, high quality*”. Another is the word *troll* which does not refer to the creature living under the bridge in children’s stories, but actually refers to a social media user who makes offensive or provocative comments. A Filipino adaption of the word *Dark Lord* also sets as a perfect example. *Dark Lord* is a character in one of the famous fictional movie series who is called as such because of his evil works. In the Philippines, it refers to a political figure who literally has dark complexion.

Another notable feature in the usage of language in social media is profanity. This is often heard in the trending videos and pranks. Profane words such as “*Fuck*” and “*Shit*” are very usual as well as the acronyms: “*WTF* (*What The Fuck*)”, “*STFO* (*Shit The Fuck Out*)”, and “*GTFO* (*Get The Fuck Off*)”, which are only some of it. Despite the rudeness of these words, they are actually very common in the internet world due to the fact that as a slang language, it could go to a very informal language which may include impolite words especially used by particular groups of people (Cambridge Online Dictionary); and with the fast and wide coverage of internet, it could easily spread like wildfire especially through social media networks.

Moreover, basic words and simple greetings of foreign countries are also present especially in the trending videos. Some of them are the words, *Saranghae* (*Korean meaning I love you*), *Shishi* (*Japanese meaning heir*), *buke qi* (*Mandarin You are welcome*), *Hola* (*Spanish meaning hello*) and *Lu quiero* (*Spanish meaning I want it*).

The purpose, word choice, sentence structure, figurative language, tone, and internet slang set the informality of the language. Relatively, the very frequent use of internet slang mobilizes the contextual language of social media.



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### Behavioral Influence of Social Media

The influence of social media to the teenagers' behavior is evident in this study. Different factors are seen to have caused such behaviors. These are shown in the table below.

*Table 2. Determination of Behavioral Influence*

BEHAVIORAL INFLUENCE	
Indicator	Behavior
Anxiety	Addiction
Time usage	Sleep deprivation
Type of social media used	Communication preference
Exposure to social media	Language acquisition
Skills learned	Academic endeavor
Accomplishment	Task performance
Availability of resources	Need for immediacy

As presented, social media bear a number of effects to this young generation.

One concrete effect is addiction. The fact that many (129) of the respondents become anxious when they cannot check on social media serves as a sign of possible internet addiction. Additional evidence is the fact that once they start to access social media sites, they get hooked on it and lose track of time. They cannot control themselves from engaging online. As Karacic and Orekovic (2017) contend, young people are at risk of internet addiction when mobility and internet are used unreasonably.

Undeniably, it is obvious that these teens lack the discipline in the proper usage of this technology since they cannot control themselves from browsing the net. This is a manifestation of their anxiety when it comes to social media. As cited by Rebisz and Sikora (4), Leung (2000) has proven in their study that teenagers are most prone to internet addiction. According to them, this perhaps is possibly because at this age, their level of independence is greater and their parents are taking less control of their free time and social activities. This may also hold true for the respondents since many of them are staying in dormitories or boarding houses. Unlike in homes where there is more chance of parental supervision, no one can actually monitor their time. Their addiction to the internet is a clear indication that social media is powerful and appealing especially to the young.

Relative to internet addiction is the effect of social media to the sleeping pattern of the respondents. From the results showing a large number of respondents who spend most of their time in social media at night for five hours and more indicate that they sleep late because of social media. This is a manifestation that these teens lack the proper management of their time. They can afford to sacrifice their sleep just because of their social activities online. This implies that their health is at risk as they lose the chance of getting enough of the sleep their bodies need. As Espina and Juvonen conclude online activities can negatively influence adolescents' school activities and sleep (cited by Bolton, 2013).

The communication preference of the respondents as well is influenced by their use of social media. From a large number of respondents who say that they use social media to communicate, it can be said that social media sites have become an important tool for them to get in touch with others, and to the world as well. This is also confirmed by many respondents who say that online messages are one of the top things they check on social media. Facebook for these young people is their main tool for communication and interaction. According to Kaplan (2010), Facebook enables users to build connection through the access of personal profile, invitation of friends or colleagues, sending of emails, and exchange of instant messages (7).

Musa et al. further confirm that social networking sites provide too many uses that traditional media could never give (2015). Additionally, sharing of photos and live conversations are made possible in these networking sites. These advancements make social networking sites, Facebook for one, attractive to many users especially the young. They can actively participate in online interactive activities such as video conferencing, instant messaging, online commentaries and the like. The scope of social media is wide, therefore allowing the users to





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connect and explore globally. This implies that teenagers prefer highly advanced technologically interactive and rich engaging communication tools.

Furthermore, the use of words by the respondents is also affected by the contents of the social media they are exposed to. Using internet slang such as “LOL”, “OOTD”, and “lodi (idol)” and a number of profane words such as “Fuck” and “Shit” in real life is one undeniable influence. As Goel et al. investigate the change in language of online networks; they find evidence that the number of exposures increases the likelihood of adoption (2012).

As Reed puts it, the words people use is influenced by the words that surround them (2016). With the number of hours these respondents use social media and their addiction to it, it is not impossible that they cannot adapt the words they are heavily exposed to. Eventually, these teenagers are often connected to these social media sites everyday enriching the thought of their habitual adaption of these words. Reed additionally explains that because of the presence of so much written language seen on the screens of computers, tablets, and smartphones, language now evolves partly through interaction with technology. And since the language used in communicating with each other tends to be more shapeable than formal writing, the combination of informal, personal communication and the mass audience afforded by social media form this rapid change (2). This in fact is reflected in the contextual use of internet slang these teenagers integrate in their real life communication. They are able to create words adapted from social media exclusively used in their circle of friends. There is no distinction in their speech since online language is also applied offline. More or less their online and offline communication are the same. This is an implication that social media contributes to the evolution of language among teenagers.

A connection of social media to the academic life of students is also visible. Almost all of them rely on social media in doing their academic tasks. From acquiring notes to submitting outputs, social media have become very useful. They refer to social media for additional information, explanation of hard topics, answers to assignments, sample projects and many other related activities.

Another evident fact is that social media have replaced the use of physical libraries as social media offer everything. Students do not need to go the library; instead they stay home with their Wi-fi connection or mobile data. Teachers as well use them to disseminate information, particularly announcements and notes or hand-outs replacing traditional note-taking with digital hand-outs. It spares students from hours of writing; but somehow put their handwriting aside leaving no chance to enhance or improve it. This also causes students to dislike writing activities in the classroom. All of these point out to an implication that social media have become a primary academic tool. Boyd (2014) supports this conclusion as he states that students use social media for education.

Boyd further adds that social networks for students have become an integral part in their student life since their learning skills are enhanced (2014). This definitely is true in the case of this participating group of teenagers. As the results present, they refer to social media for tips or the famously known Do –It-Yourself videos to learn or accomplish assigned task. They also refer to free online tutorials to find answers to some difficult questions or to clarify vague ideas.

Relatively, Musa et al. add that middle and high school students are using social media to connect with one another on homework and group projects (2015). This also goes the same with these high students. Answers in the survey questionnaire indicate that they consult, compare, and discuss answers or projects through social media networks. In such way, they find confirmation immediately whether or not they have to alter or add something in their work. If changes need to be done, they find it easy simply because social media is there to provide answers instantly. If they also need to confer with their classmates or teachers regarding some matters, social media is readily there. Everything comes so easily. Social media for them is the answer to everything and they do not need to go somewhere to look for answers. The answers are just right in front of them. This gives a hint that social media is highly relevant in their academic life and implies that students are too dependent to social media.



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Another drawback of social media is the distraction it creates when students are doing homework or accomplishing academic task at home. Most of the respondents openly admit that they are distracted while doing their school work. A lot of them say that they spend more time on social media rather than accomplishing the assigned task. The worst, assignments are forgotten and left undone. Some even state that their grades decreased. Their addiction to social media causes such weakness. Once they take hold of their cellular phones or computer keyboards, they cannot help themselves; instead they take pleasure in browsing or communicating online. This manifests that as high as social media's level of academic importance is its level of detrimental effect in the studies of teenagers.

Furthermore, Brook's finding stresses that amounts of social media usage are associated with lower task performance which confirms that the students who use Facebook heavily have lower grade point average. They are greatly affected by the distractions brought about by browsing social media sites while doing assigned tasks (27-32). Mingle (2015) also confirms that the students' participation on social networks causes their dropping grades. He also cites the study of Kirschner and Karpinskiin 2010 where a significant negative relationship between Facebook use and academic performance is observed (43). Social media then is also a destructive tool that can affect performance or task accomplishment.

Lastly, the need for immediacy is confirmed in the results of this study. The students' reliance to social media is highly relative to this. As students are into social media and exposed a lot, they rely heavily on social media for instant answers or solutions. With a simple click, everything is already there. Time therefore is never an issue. Being accustomed to have the answers or solutions immediately, the respondents are influenced to obtain things instantly. They want to acquire things in ways they do not need to wait. They choose options where they get access immediately than options for them to do something first before having what they want. This suggests that social media shape the teenagers' need for immediacy of things.

As Bolton investigates the nature of generation Y where the respondents belong, he discovers that they are more impatient likely because they are raised in an information transparent environment dominated by technologies that offer instant gratification (252). As the theory of uses and gratification suggests, people select a particular medium and content that actively provides the gratification to their felt needs or wants (Papacharissi, 2008). This explains why teenagers choose social media since it can readily gratify them with the immediate answers and solutions they are looking for. Panek further posits that a young person's tendency to select immediately gratifying media experiences that could lead to civic disengagement or could detract from time spent on schoolwork is a result of the immediate presence of options (2012). This actually leads to the understanding that the immediacy social media provides cultivates the desire of students to continually seek immediate things.

### Conclusion

It is concluded that social media drive the formation of the high school students' behavior. Social media contents depict human frailties while internet slang mobilizes the contextual language of social media. Teenagers' use of social media critically influences internet addiction, sleeping pattern, communication preference, language acquisition, academic endeavor, task performance, and need for immediacy.

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