



Facebook Habituation and Social Integration: The Case of the College of Teacher Education Students

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Abstract. For more than a decade, Facebook has played an important role in everyone's daily lives as a result of the fast and massive development of communication technologies. Facebook brings people closer together as it provides an avenue for communicating with special people, friends, and family. However, it is undeniably true that Facebook may have a negative impact on one's social and personal lives. One significant emerging issue is the prevalence of Facebook dependence among the young generation. This survey tackles Facebook dependence, particularly among the students in the College of Teacher Education at Bohol Island State University. This study made use of the descriptive survey method with validated research questionnaires. Results show that among the 213 students, 4.70% are Facebook users, while 88.20% are not. The degree of dependency varies from high to low, which implies that data have shown remarkable impact and that Facebook dependency really exists in the university.

Keywords: internet, Facebook, habituation, social integration

Introduction

The increasing rate of internet users has shown remarkable impact nowadays, particularly in the use of communication gadgets like smartphones, tablets, and netbooks because of their availability and affordability. Internet access has become widespread through free public connections and unlimited data packages offered by telecommunications providers. With the new technological landscape, a lot of people have significantly changed the platform of interaction in society, which comes with both advantages and disadvantages. The sending of personal messages, voicing out opinions and criticisms, and mounting campaigns and advertisements are not being channeled through social media. Online social networks have significantly changed the platform of interaction in society and come with both advantages and disadvantages. The sending of personal messages, voicing out opinions and criticisms, and mounting campaigns and advertisements are not being channeled through social media.

Moreover, one way of sustaining connection among families and friends that are apart from each other and keeping updated with news and current events and trends is through social media. However, constant access to social media has caused addiction for many users. Tamir and Mitchell (2012) from Harvard University explained that social media platforms are highly addictive. They found out that disclosing information about oneself generates impulses in the brain that are associated with the sensation of pleasure. Similarly, sharing status updates (thoughts and actions) as an act of self-disclosure seems to be a pleasure and provides a rewarding experience Adreassen, C.S. (2012).

Facebook platforms are considered the most popular networking sites, with over 800 million users worldwide as of January 2014. In the Philippines alone, there are more than 30 million users, and almost half (40%) of them are young adults aged 18–24. The use of Facebook is very prevalent among college students who fall into this age bracket. In the 2013 Wealth Report, the Philippines ranked 6th as the fastest-growing economy in the world (rappler.com). There are 28,890,000 Facebook users in the Philippines as of December 2012, equivalent to a 28.8 percent penetration rate. This marks the Philippines as the 8th-top Facebook user in Asian countries.

In addition, the Bergen Facebook Addiction Scale (Bergen, 2013) describes the estimation of Facebook addiction. The scale has been used by some researchers in order to facilitate treatment research, clinical assessment, and other estimations. Some of the considerations include the situation where respondents or participants are anxious and socially insecure.

Objectives

This study aims to determine the prevalence and degree of Facebook habituation and social integration among college of Teacher Education Students at the Bohol Island State University-Calape campus.

Methodology

This study uses the descriptive survey method. The research questionnaire was adopted from the Bergen Facebook Addiction Scale and divided into three (3) sections: personal information, information about Facebook use, and impact on Facebook usage (social integration). The data was analyzed using SPSS version 24.

Results and Discussion

Profile of the respondents

The results of the study are presented below, showing that Facebook addiction occurs more regularly among younger than older users. This was supported by the demographics of the respondents, with 85.92% of them being female. The majority of them came from Elementary Education (77.46%) and secondary education (22.54%). Family income ranges from \$5,000 to \$10,000, and most of them are staying in nearby boarding houses. Most of the respondents are using personal computers (84.04%), while non-users are 15.96%. These results are justified in the study by Sukru, B. (2013). There were 69.48% of the participants who had no internet connection at home or even in some boarding houses.

In terms of frequency of usage, most of them belong to daily usage; they claim that they often use Facebook, which is 53%. There are reasons indicated on their respective usage that include the following: to expand their network of friends (58.22%), to keep in touch with family and friends (82.63%), to have a place to express themselves (28.17%), to keep up to date on news and current events (61.97%), to play online games (9.39%), and to upload photos and pictures (62.91%). Results suggest that the majority of the respondents are Facebook users with a purpose.

Facebook Scale (Bergen, 2013)

Results have shown that the mean score is 2.50 and that they are using Facebook in order to forget their respective problems. However, they also consider that using Facebook may affect their studies, with a mean of 1.88 supported in the study of Marcial, D. (2013) that the classification of Facebook addict or dependent varies with the purpose. This result is supported by the study of Correia et al. (2014), which states that today there is a shift in the importance of having a focus, especially in using the sales and promotion connection in the online platform.

Table 1. Mean Score of the Facebook Dependence using Bergen Scale (Bergen, 2013)

| Scale Indicators | Mean | SD |
|--|------|------|
| 1. You spend a lot of time thinking about Facebook or plan use of Facebook. | 2.33 | 1.18 |
| 2. You feel an urge to use Facebook more and more. | 2.29 | 1.20 |
| 3. You use Facebook in order to forget about personal problems. | 2.50 | 1.32 |
| 4. You tried to cut down on the use of Facebook without success. | 2.27 | 1.18 |
| 5. You become restless or troubled if you are prohibited from using Facebook. | 1.91 | 1.30 |
| 6. You use Facebook so much that it has had a negative impact on your studies. | 1.88 | 1.28 |
| | Mean | 2.20 |

1-very rarely, 2- rarely, 3- sometimes, 4-often, 5-very often

Facebook habituation level

The dispersion of Facebook habituation varies from the respondent's point of view. The results show that the majority of the respondents using the questionnaires are non-dependent. This is still negligible; 4.70% only is the habituation level, while others are 89.20%. The data indicates that having a Facebook account is an important social tool that helps the respondents settle into the university process. Some of them also considered that it is a social glue that helps the respondents keep in touch with other students in a university community. However, care must be taken not to overprivilege because it is only one aspect of students social networking practices, and clearly face-to-face relationships and interactions still remain significant.

Conclusion

Facebook habituation among students in College of Teacher Education really exists. The results provides a clear picture on the potential creation of school-based activities like remedials, orientation and enhancement of departmental organization to delimit the dependency of Facebook use.

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