

The Sociology of the Facebook: An Exploratory Study

Authors : Liana Melissa E. de la Rosa, Jayson P. Ada

Abstract : This exploratory study was conducted to determine the sociology of the Facebook. Specifically, it aimed to know the socio-demographic profile of the respondents in terms of age, sex, year level and monthly allowance; find out the common usage of Facebook to the respondents; identify the features of Facebook that are commonly used by the respondents; understand the benefits and risks of using the Facebook; determine how frequent the respondents use the Facebook; and find out if there is a significant relationship between socio-demographic profile of the respondents and their Facebook usage. This study used the exploratory research design and correlational design employing research survey questionnaire as its main data gathering instrument. Students of the University of Eastern Philippines were selected as the respondents of this study through quota sampling. Ten (10) students were randomly selected from each college of the university. Based on the findings of this study, the following conclusion were drawn: The majority of the respondents are aged 18 and 21 old, female, are third year students, and have monthly allowance of P 2,000 above. On the respondents' usage of Facebook, the majority of use the Facebook on a daily basis for one to two (1-2) hours everyday. And most users used Facebook by renting a computer in an internet cafe. On the use of Facebook, most users have created their profiles mainly to connect with people and gain new friends. The most commonly used features of Facebook, are: photos application, like button, wall, notification, friend, chat, network, groups and "like" pages status updates, messages and inbox and events. While the other Facebook features that are seldom used by the respondents are games, news feed, user name, video sharing and notes. And the least used Facebook features are questions, poke feature, credits and the market place. The respondents stated that the major benefit that the Facebook has given to its users is its ability to keep in touch with family members or friends while the main risk identified is that the users can become addicted to the Internet. On the tests of relationships between the respondents' use of Facebook and the four (4) socio-demographic profile variables: age, sex, year level, and month allowance, were found to be not significantly related to the respondents' use of the Facebook. While the variable found to be significantly related was gender.

Keywords : Facebook, sociology, social networking, exploratory study

Conference Title : ICERI 2015 : International Conference on Education, Research and Innovation

Conference Location : Kuala Lumpur, Malaysia

Conference Dates : August 24-25, 2015