How to Cite:

Babaran, N. O. (2021). May FB ka na ba? navigating students' visit in social media networks. Linguistics and Culture Review, 5(S1), 1360-1372. https://doi.org/10.37028/lingcure.v5nS1.1624

May FB ka na ba? Navigating Students' Visit in **Social Media Networks**

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Abstract --- Without a doubt, social media is the most influential networking tool on the world. This research demonstrates the influence of social media on people's life. It investigates how social media platforms such as YouTube, Twitter, Instagram, Messenger, Facebook, Linkiden, Multiply, and others manage and navigate the everyday lives of students who utilize these platforms for academic purposes. In the research, descriptive techniques are employed, and the sampling strategy is based on Slovin's Formula. Students were found to regularly use YouTube, Facebook, and other social networking sites. As a consequence, the networks were easy to use, as were the phones they utilized. They often utilize these services to fulfill the requirements of their friends as well as their scholastic responsibilities, enabling them to establish additional friends outside of their nation. Social networking sites, when utilized properly and in moderation, may be extremely helpful to children's scholastic growth and development. Excessive usage may result in addiction and be detrimental to one's health. It was highly recommended that, students could utilize extra educational networking sites such as research gate and google scholar, scribd, and sage to become more educationally oriented and meet academics and professionals in the aforementioned networks.

Keywords---facebook, networking sites, social media, youtube.

Introduction

Social networking is one of the most popular web-based activities in the Philippines, with Filipinos being the most active users on a variety of web-based social networking sites such as Friendster, Facebook, and Twitter. The usage of social networking websites has grown so widespread in the Philippines that it has been dubbed "The Social Networking Capital of the World," and it has also become a part of Filipino cyberculture. Social networking sites are also utilized as political

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Manuscript submitted: 09 June 2021, Manuscript revised: 18 Sept 2021, Accepted for publication: 27 Oct 2021

campaign materials in the Philippines, as well as tools to assist in criminal investigations.

Friendster was one of the first social networking websites to appear on the World Wide Web in 2002. However, owing to significant technical difficulties and server delays, its popularity in the United States fell rapidly in 2004 (Rivlin, 2006). However, as it lost its American audience, Friendster began to attract users from Southeast Asia, beginning in the Philippines. Chris Lunt, Friendster's Director of Engineering, questioned why its web traffic was increasing in the middle of the night and discovered that it was originating from the Philippines. He then followed the line back to a Filipino-American marketing consultant and hypnotist called Carmen Leilani de Jesus, who was the first to promote Friendster to the Philippines, where many of her friends reside.

Meanwhile, Multiply president and founder Peter Pezaris said that Filipino users of their site were the biggest and most active group in terms of the number of members and the quantity of photos posted daily. Filipinos account for about 2.2 million of the more than nine million registered users on Multiply, outnumbering even countries with a larger population base such as the United States, Indonesia, and Brazil. Citing Salazar (2008), Pezaris adds that one million photos are posted to Multiply by Filipinos every day, accounting for half of the entire amount. Furthermore, he said that sixty percent of Multiply users in the Philippines are female, with 70 percent being under the age of 25. Filipino Friendster users, on the other hand, range in age from 16 to 30, with a female predominance of 55%.

Friendster and Multiply considered methods to profit on the popularity of social networking in the Philippines. The former concluded that online advertising would not work in a country with limited Internet access and instead focused on developing mobile phone-based services, which are much more widespread, beginning with providing free phone calls between members as well as a mobile phone text messaging service to its Filipino users (Ong, 2004). According to Glasner (2005), Friendster also experimented with online classifieds using Pusit. In the meanwhile, Multiply has launched its Philippine counterpart. Multiply Philippines was created in collaboration with ABS-CBN Interactive in order to expand its user base in the nation while also tapping into its local advertising and mobile services.

According to PBS.org, the popularity of social networking in the Philippines may be traced back to the Filipino tradition of "friends assisting friends." For Filipinos, their friends and acquaintances may be more important than money, particularly when what they need can be obtained via nepotism, favoritism, and friendship, among other things. In the Philippines, social networking is widely used. With its two accounts on Multiply, it was utilized to advertise television shows such as Pinoy Big Brother: Teen Edition Plus. According to Dizon (2005), a contact center business advertised job opportunities on its Multiply community site and was able to attract candidates. According to the Manila Bulletin (2007), the impact of social networking was tested in the country's 2007 general elections when senatorial candidate Francis Escudero established his own Friendster profile to boost support from Filipino users. According to PBS.org, he ultimately earned a

seat in the Senate. Local celebrities and politicians have now established their own Friendster accounts to interact with their supporters and constituents (Marinay, 2009).

Friendster was frequently utilized in police investigations. Local police in Cebu City were able to apprehend the culprits in the March 2008 robbery and murder of a female nursing student. The local police looked through the suspects' profiles after obtaining information and tips from the public and other police operators in order to get a better look at their faces. According to Mosqueda (2008), the police printed the suspects' photos and began a series of operations that resulted in their arrest. Meanwhile, the Manila Police District apprehended a suspect in the January 2007 murder of two guest relations employees in Tondo after tracking him down via his Friendster page.

On October 5, 2014, Recuenco reported on Tempo Online that Interior and Local Government Secretary Mar Roxas has directed the Philippine National Police (PNP) to increase the use of social media in crime reporting and solving. "We need to leverage on Filipinos' strong interest in anti-crime measures on social media," Roxas added. The Interior Secretary was reportedly encouraged by the EDSA kidnapping-robbery case, which was solved thanks to a picture sent on Twitter by a netizen. Aside from crime reporting, Roxas noticed situations in which netizens would tweet and upload information and pictures ranging from criminal occurrences to police officer maltreatment (Altam, 2020; Riecher, 2019).

A few years ago, the Philippines was named the sixth most active Facebook user. Because access to social media platforms like as Facebook, Twitter, and Instagram is now so accessible thanks to smart phones, Roxas believes the PNP may use it to enhance its crime prevention and crime-fighting capabilities. In the midst of a perceived rise in crime, Roxas said that social media may also be used to educate the public about the PNP's achievements. For example, he said that there have been times in the past when the good acts of police became famous and trending on social media. Previously, Roxas prohibited the posting of socialled vanity posters at police camps, in which images of senior officials are displayed on the entrances of police camps and offices. Instead of vanity posters, Roxas suggested that the PNP display its achievements. "I will leave it up to the PNP to devise methods to utilize social media," Roxas stated. Aaron B. Recuenco.

According to Sadiri (2007), social networks have also been a source of high-profile cyberwars, most notably between actresses Ynez Veneracion and Mon Confiado and Juliana Palermo. Palermo was accused by the two of establishing a false Friendster page of her ex-boyfriend Confiado, which was filled with pictures of Confiado and his girlfriend Veneracion but was laced with profanities in each post. Gilberto Teodoro, then-Secretary of National Defense, began a strong social media campaign for his candidacy for the Philippine Presidency in May 2010. He made use of social media platforms such as YouTube and Facebook. In the Philippines, he allegedly spent almost a quarter of his campaign budget on social media, compared to the incumbent president, Benigno Simeon Aquino III, who spent just 9% (Manglaus, 2010). These premises compelled the researcher to investigate social media as a major impact, not on politicians, businesspeople, and police officers, but on a bigger and younger segment of society, students.

Statement of the problem

This research is titled MAY FB ACCOUNT KA NA BA? NAVIGATING THE STUDENTS' VISIT IN SOCIAL MEDIA NETWORKS sought to ascertain which social media networks are frequented by students and to what degree these networks are accessed. It also looked at the advantages they get and the differences in the frequency of their visits based on their profile.

Specifically, this paper sought to answer the following questions:

- What is the profile of the students in terms of:
 - age
 - gender
 - course
 - parents' monthly income
- What social networks do the students visit and to what extent do they do this?
- What benefits do the students derive from visiting the social networking sites?
- What is the difference in the frequency of their visits according to their profile?

Methodology

Research design

The descriptive approach was used in this research since it detailed the types of social networks frequented and the frequency with which they accessed these networks. The descriptive technique is a survey in which researchers describe the features of individuals and objects. It also gathers information on the current state, status, or trends and deals with what is going on (Subawa et al., 2020; Tomas & Dulin, 2021). This approach entails a thorough examination of the different elements of oneself and their relationships. Descriptive research investigates the connections between variables, tests hypotheses, and develops generalizations, principles, or theories having universal validity. It's all about functional connections.

Respondents and sampling procedure

The number of sample respondents from the freshman students was determined using Slovin's Formula. From a total population of 1223, a sample of 301 respondents was selected at random. The sample was proportionately determined and drawn from each program by multiplying the constant .2461 (obtained by dividing 301 by 1223) with each population per program.

The Slovin's Formula is given below:

Where n = sample

N = population

e = margin of error (.05 was used in selecting the sample)

Table 1 Distribution of respondents by program

Programs	Population	Sample
Criminology	680	167
English	228	56
Biology	52	13
Psychology	107	26
Mass Communication	101	25
Mathematics	55	14
Total	1223	301

The following scale was used to interpret the frequency of visits to the different Social Networking Sites.

Table 2 Visit the different social networking sites

Range	Descriptive Equivalent
4.50 - 5.00	Always
3.00 - 4.49	Often
2.50 - 3.49	Sometimes
1.50 - 2.49	Seldom
1.0 - 1.49	Never

Data gathering instruments

The data was gathered using a questionnaire designed especially for this purpose by the researcher. The researcher evaluated the questionnaire on a group of 10 students from different University colleges since it was developed from fresh. The questionnaire asked for information on the respondents' profiles, the social networking sites they use, and why they use them. Aside from the questionnaire answers, the researcher used her own observations to analyze and interpret the data. Documentary analysis was also used to complement the survey results (Al-Bahrani et al., 2015; Smith et al., 2012).

Data gathering procedure

To gain permission to conduct the study, the researcher wrote to the President of Isabela State University. Following the President's approval, the researcher sent a similar letter to the Dean of the College of Arts and Sciences, asking permission to conduct the study among freshmen students at the College. To ensure that all of the questionnaires were fully completed, the researcher physically gave the questionnaire to the freshmen students and collected it after obtaining Dean's permission.

Statistical treatment

To handle profile data and data from social networking sites, percentage analysis was employed. To handle the data relevant to the frequency of access to social networking sites, the weighted mean was employed. The frequency of visits by freshmen students was determined using a percentage approach (Widhiasthini, 2020; Suryasa et al., 2019). The hypothesis was evaluated using the t-test for independent samples to determine whether the frequency of visits to social networking sites varied substantially when freshmen students were categorized according to their profile.

Results and Discussion

Profile of the students in terms of

Table 3 Frequency and percentage distribution of respondents according to age

Age	Frequency	Percent
11 – 15	4	1.33
16 – 20	286	95.02
21 - 25	10	3.32
26 – 30	1	0.33
Total	301	100.00

The majority (286 or 95.02%) of the respondents were 16 - 20 years old. Four (4) or 1.33% are 15 or below and 10 or 3.32% are 21-25 years old. One (1) or 0.33% belongs to the 26-30 age bracket. The data suggest that students' age (16 to 17 years old) are in congruent with their year level in college. Evidently in the study of Martin (2005).

Table 4 Frequency and percentage distribution of respondent according to gender

Gender	Frequency	Percent	
Male	148	49.20	
Female	153	50.80	
Total	301	100.00	

The majority (153 or 50.80%) of the respondents were female. An almost equal number, 148 or 49.20% were male. The ratio of male to female among the respondents suggest that the College of Arts and Sciences is gender sensitive; that is why it has an almost equal number of male and female in its population.

Table 5 Frequency and percentage distribution of respondents according to course

Course	Frequency	Percent	
BS Psychology	26	8.64	
BS Biology	13	4.31	

BS Mathematics	14	4.65	
BA Communication	25	8.31	
AB English	56	18.60	
BS Criminology	167	55.48	
Total	301	100.00	

The majority (167 or 55.48%) of the respondent freshman college students were enrolled in Bachelor of Science in Criminology. A significant number, 56 or 18.60%, were enrolled in AB English. Twenty-six (26) or 8.64% were taking up Bachelor of Science in Psychology, 25 or 8.31% were taking up BA Communication, 14 or 4.65% were pursuing Bachelor of Science in Mathematics, and 13 or 4.31% were enrolled in Bachelor of Science in Biology. As gleaned from the data, the respondents represent different programs being offered by the College of Arts and Sciences.

Table 6
Frequency and percentage distribution of respondents according parents' monthly income

Monthly Income	Frequency	Percent	
P5,000 – below	142	47.20	
P5,001 - 10,000	82	27.20	
P1,0001 - 15,000	51	16.90	
P15,001 - 20,000	18	6.00	
P20,001 – Above	8	2.70	
_ Total	301	100.00	

One hundred forty two (142) or 47.20% of the students' parents earn monthly income of P5,000 pesos and below. Eighty two (82) or 27.20% of the students' parents earn 5001 – 10000 pesos monthly. Fifty one (51) or 16.90% of the students' parents earn 10001 – 15000 pesos. Only 26 or 8.70% of the students' parents earn a monthly income of more than 15000 pesos. The data suggest that the respondent students belong to families who are engaged in occupations that give them marginal incomes (Moghavvemi et al., 2018; Khan, 2017).

Social networks visited by the respondent freshman college students

Table 7
The extent of frequnecny to which the respondents visit social networking sites

Social Networking Sites	Frequency	Descriptive Equivalent
Facebook	3.36	Sometimes
Youtube	3.02	Sometimes
Instagram	1.64	Seldom
Twitter	1.62	Seldom
Friendster	1.51	Seldom
Multiply	1.50	Seldom
MySpace	1.50	Seldom
Tumblr	1.44	Never
Deviant Art	1.40	Never

Flickr	1.32	Never	
Linkedln	1.26	Never	
Plurk	1.24	Never	
Imeem	1.23	Never	

Table 7 shows the different Social Networking Sites (SNS) that the respondents usually visit. It can be gleaned that among the different SNS, Facebook and YouTube were rated "sometimes" with means of 3.36 and 3.02,respectively. This implies that respondents visit Facebook and YouTube 2-3 times a week. Instagram, Twitter, Friendster, Multiply and MySpace were SNS that were rated "seldom" with means of 1.64, 1.62, 1.51, 1.50 and 1.50, respectively. This suggests that these SNS are visited by the respondents once a week. Other SNS were rated as "never" visited with a means ranging from 1.44 to 1.23. The data suggest that the respondents do not frequent even the most popular social networking sites Facebook and Youtube (Pempek et al., 2009; van Hoof et al., 2014).

Benefits the freshman students derive from visiting social networking sites

Table 8
Benefits derived by the respondent freshman college students from visiting social networking sites

Benefits	Mean	Rank
Entertainment (to play games or view movies)	4.87	1
Exchange ideas on important issues with friends	4.79	2
Share videos with friends	4.68	3
Gain new friends	4.52	4
Share researches with friends	4.49	5
Search old friends	4.39	6
Share photos with friends	4.18	7
Share important happenings with friends	4.07	8

Table 8 shows the different benefits that the respondents get when they visit the different Social Networking Sites. It can be gleaned that students visit social networking sites for entertainment, to exchange ideas on important issues with friends, share videos with friends, gain new friends, share researches with friends, search old friends, share photos with friends, and share important happenings with friends (Liu, 2008; Yazon, 2007).

The difference in the frequency which the freshman students visit social networking sites when grouped according to their personal profile

Table 9
Test of difference in the frequency which the freshman students visit social networking sites when grouped according to their personal profile

SNS	Age	Age gender (Course Parents'		income		
	F Value	Sig.	F Value	Sig.	F Value	Sig.	F Value	Sig.
Facebook	1.23	.278	3.01	0.08	1.81	0.11	1.97	0.10

Youtube	0.85	.570	2.50	0.11	0.91	0.47	0.86	0.49
Instagram	1.56	.125	0.55	0.46	1.19	0.31	0.29	0.89
Twitter	1.31	.231	1.74	0.19	0.98	0.43	7.91**	0.00
Friendster	0.19	.995	1.80	0.18	2.32*	0.04	1.45	0.22
Multiply	0.77	.647	5.66*	0.02	3.34*	0.01	0.95	0.44
MySpace	0.57	.818	3.23	0.07	2.20*	0.05	1.46	0.21
Tumblr	0.44	.911	6.46*	0.01	2.81*	0.02	2.36*	0.05
Deviant Art	0.57	.819	3.52	0.06	2.00	0.08	1.40	0.23
Flickr	0.44	.911	8.52**	0.00	2.70*	0.02	2.25	0.06
LinkedIn	0.44	.915	4.11*	0.04	2.25*	0.05	2.81*	0.03
Plurk	0.29	.978	0.69	0.41	1.83	0.11	2.38*	0.05
Imeem	0.65	.750	3.07	0.08	1.42	0.22	1.94	0.10

Legend:

Significant -* at 0.05

Highly Significant - ** at 0.05

It can be gleaned in Table 9 that there is no difference between the frequency of visit and age of the respondents. Visits in Social Networking Sites such as Multiply, Flickr, and LinkedIn have a significant difference between the gender of the participants with and F-values of 5.66, 6.46, 8.52 and 4.11 with corresponding probabilities of 0.01, 0.00 and 0.04, respectively. There is also a significant difference between course and the frequency of visits in Friendster, Multiply, MySpace, Tumblr, Flickr and LinkedIn with F-values of 2.32, 3.34, 2.20, 2.81, 2.70 and 2.25 and probability values of 0.04, 0.01, 0.05, 0.2, 0.02 and 0.05, respectively. Parents' monthly income has a significant difference in the frequency of visit in Twitter, Tumblr, LinkedIn, and Plurk with F-values of 7.91, 2.36, 2.81 and 2.38, respectively, with probabilities of 0.00, 0.05, 0.03 and 0.05, respectively. The results suggest that the profile gender, course, and parents' monthly income affects the frequency of visits on the different social networking sites (Roblyer et al., 2010; Cheung et al., 2011).

Discussions

Nowadays, social media is a great instrument for connecting individuals all over the globe. Propounded by Salazar (2008), it is also a method to learn about people's perspectives on what they want in life, what they do in their daily lives, and what their life preferences are. They would form a community among themselves with the help of the most powerful influencers, the young. The most significant benefit of social media is improved communication. A student may communicate with anybody at any time using Kids Messenger or WhatsApp. They may access such platforms via their smartphone, tablet, or computer, and students can exchange questions, make phone calls, or video chats. As believed by Dizon (2005), if a kid is having trouble with their schoolwork, they may always talk to their friends or tutors. They are not required to wait and physically meet the instructor. Social media promotes learning by facilitating document sharing, such as via Google Drive Box and Google Docs. Some instructors even interact with their kids through Facebook live, like one American teacher does every evening by reading bedtime tales to her students.

The educational advantages of social networking sites include those that assist students in effectively preparing for key courses and learning specific topics. Social media websites will offer the most up-to-date information on different educational topics, giving pupils the chance to survey and investigate what is new. Nowadays, social media serves as a kind of Wikipedia for pupils/students. We are living in the age of social media learning. Social media allows parents to remain engaged in their child's education. Parents may stay up to speed on school-related activities, projects, and events by following the school on Twitter or Facebook. Asserted by Manglaus (2010), teachers at the school may communicate with parents through Skype or other secure online platforms used by the institution if they wish to share their child's development. A social network for parents may also be established using WhatsApp or Facebook Messenger, allowing them to stay up to date on school-related issues, learning, and education.

All of these are beneficial effects of social media on parental contact with schools in order to learn about, share, and monitor their children's academic and personal development at school. Again, social media has a beneficial effect on student achievement because parents can provide better informed academic assistance at home, Glasner (2005). Students are generally tired with reading and writing; however, the internet and social media offer a wealth of online material that students are more likely to read, particularly if these bits of information contain eye-catching animations, Bangayan-Manera (2019). Online messages, comments, news, articles, and books offer an unlimited supply of material to read, and students are encouraged to dedicate their time and additional effort to their study.

Such online activities add to a child's overall learning, and children ultimately acquire better reading habits, which results in a significant increase in their writing skills. Social media platforms, for the most part, are participatory, which keeps students engaged. Another significant benefit of social media in education is the availability of distant learning possibilities. Many underprivileged individuals are unable to get a formal education by attending regular courses at a learning institution, Carag (2016). Modern instructors may attract students via remote learning programs by using different internet technologies and social media. This will soon become an inseparable component of our contemporary educational system. Today, presenting live lectures through Skype or webinars like WebinarJam is the way ahead for students living in distant parts of the globe to get access to education (Kauffman et al., 2021; Mao, 2014).

Conclusion

Based on the findings of the study, the following conclusions are drawn:

- Those who visit social networking sites are not differentiated by age. In other words, young and old alike access social networking sites.
- Facebook and Youtube are among the most popular social networking sites frequently visited by netizens.

- Because social networking sites have been created for certain specific purposes, the respondent freshman college students access them according to their needs.
- The respondent students who visited the social networking sites were differentiated in terms of gender, course, and parents' monthly income.
- Observing moderation in visiting the social networking sites can bring about improvement in academic performance of the respondent students.
- Social networking sites can be very useful to the educational development of the students if used properly and in moderation.

Recommendations

In consideration of the salient findings and conclusions derived therefrom, the researcher recommends the following:

- The teachers provide information to their students on the social networking sites where they can access relative to the lessons assigned to them to research on. This will allow the students to zero in on the sites that are useful and informative only.
- In order to maximize the use of the social networking sites, the teachers should give assignments that will enrich the learning of students if they access the recommended social networking sites.
- The teachers caution students against spending long hours on social networking sites because this can be addictive.
- Students exercise restraint in visiting social networking sites to avoid spending long hours that can be used more beneficially in studying their lessons.
- Students observe proper netiquette in accessing social networking sites.
- Students access networking sites only as recommended by their teachers for the purpose of researching on their assignments.

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