

# Social Media's Role in the Time Management of Senior High School Students During Online Classes

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**Abstract**— Social media is a way of people connecting and socializing with friends and relatives without personally meeting them, especially today that we are in the middle of a pandemic. But social media also affects the time management of people in doing their tasks, especially towards students. This study focuses on social media's role in the time management during online classes of selected grade 11 and grade 12 senior high school students. in Pasay City, Philippines. This study uses the qualitative research design and convenience sampling as its sampling technique. The data was gathered through a semi-structured interview. Respondents were interviewed one by one on zoom meetings. Gathered data shows that three main factors are affecting senior high school students' social media usage: online classes, the content social media has to offer, and the short attention span of students. Social media pose a negative impact on senior high school students' time management during online classes. The participants claim that social media messes up their schedule; their focus shifts to social media instead of listening to class, which slows their pace. By doing physical activities and applying ways to control social media usage, social media's impact on time management during online classes can be mitigated. Recommendations were given after drawing conclusions.

**Keywords**—Social Media. Time Management, Online Classes, Senior High School Students

## I. INTRODUCTION

Social media is beneficial in a wide array of aspects. It can help people in connecting and socialize with their loved ones from different places without physical interaction. People can be updated about the happenings around them because of social media. It is much more helpful today because of the ongoing pandemic. However, social media also affects the time management of people in doing their tasks, especially towards students. Social media is one of the worst factors affecting students' time management, with a massive impact on students' ability to stay focused and manage their time correctly [1]. Social Media usage is also heightened because of online classes. Based on the researcher's observations, a lot of time is spent on social media during online classes compared to when it was face-to-face classes. Students get absorbed by various social media platforms causing them to lose interest in their studies and stealing their precious time. Regardless of the purpose, they stay there, the priorities of students enormously change. Young people don't even realize how many hours they waste socializing via the Internet. They may think, "I'll quickly send a few messages and responses, and that will do." Unfortunately, they begin to look for other topics to continue their chatting. Students use social media as a gateway to curing boredom during online classes. Students can also easily access social media during classes without the teacher knowing since not all teachers require cameras

open during classes, and no one is observing them, hence, making this research very relevant and timely. This research aimed to determine the role of social media in the time management of students, in what way does social media affect the time management of students during online classes, the factors affecting the social media usage of students, the impact of social media on the time management of selected senior high school students during online classes, and suggest ways to mitigate the impact of social media to their time management. Moreover, this research paper was proposed because the researcher had experiences with social media affecting time management when it comes to school works during online classes. Similar behavior was also observed with classmates and friends. Based on the Uses and Gratifications Theory by Blumler and Katz (1974) media users are characterized as active in their selection of the media they consume. This theory also stated that people are aware of their reasons for selecting different media options. Hence, this research aimed to determine social media's role in the time management of selected Senior High School students during online classes.

## II. RELATED WORK

Online learning requires a student to have good time management. On regular classroom learning, you should be at a specific place you need to be at a particular time [4].

With learning online, you should set aside some time to study and go through the lessons. Online learning requires a strong sense of self-discipline and an accurate understanding of using your time throughout the day wisely. If a student taking online classes cannot manage their time wisely, they won't get their tasks done as efficiently as possible. During the 21st century and COVID-19 pandemic, the demand for online learning and online courses has increased [5]. Still, it is quite common that when someone starts an online course, it is hard for them to balance their time completing their studies with other activities. And when that person fails to have good time management, they may fall behind and struggle to complete their course or even lose interest. Online learning and self-restraint has a significant influence to the time management of students taking online classes in the middle of the pandemic [6]. The good internet connection, technical skills and interaction with lecturers are able to increase students' time management. When students can adapt with the online learning situation, have compatible devices, know how to use some applications or online resources to increase their knowledge, also can communicate with their lecturer periodically then they can enjoy and manage their time. One of the biggest time traps is technology [7]. Time traps are factors that negatively affect time management. Social media is so popularized today that students can easily access it even though they are in the classroom. It is available 24/7 on a variety of different devices, and it can potentially help a student attain academic success, but it also holds a lot of setbacks. When there is a lack of balance between social media and real-life activities, many problems can arise. Some of the problems include lack of time management, poor academic performance, and lack of self-discipline. Students with poor time management skills will find ways to waste their time on unimportant things regardless. Students who lack self-control and self-discipline would shift to television, games, recreational reading, sports, or even hanging out with one's friends if social media didn't exist.

A study conducted showed the negative impacts of social media on selected students' academic performance [8]. The study shows that other than the academic performance, the student's time management was also negatively affected. Another study conducted states that 62% of their respondents report using some kind of electronic media, not for academic purposes, while in class during face-to-face classes [9]. Low self-discipline is a major factor in the overuse of technology. Media acts as a guilty pleasure. Guilty pleasures are pleasurable initially but, after indulging, can resort to the feeling of guilt in the post-consumption phase. Media gives students instant gratification, whereas school work is more of delayed gratification. Additionally, a study entitled "Impact of Social Media Usage on Students Academic Performance in Terengganu, Malaysia," which has been analyzed to see the significant impacts of social media use on their academic performance [10]. The results show a negative relationship between social media usage resulting in a weak academic performance. The results also indicate that social media

usage can cause a lack of proper time management, which is also a reason for poor academic performance.

This research study anchors on the "Uses and Gratifications Theory" by Blumler and Katz (1974). Uses and Gratifications Theory relies on two principles about media users. First, it characterizes media users as active in their selection of the media they consume. From this perspective, people don't use media passively. They are engaged and motivated in their media selections. Second, people are aware of their reasons for selecting different media options. They rely on their knowledge of their motivations to make media choices that will help them meet their specific wants and needs.

On the basis of those principles, Uses and Gratifications Theory goes on to outline five assumptions:

- Media use is goal-directed. People are motivated to consume media.
- Media is selected based on the expectation that it will satisfy specific needs and desires.
- Media influence on behavior is filtered through social and psychological factors. Thus, personality and social context impact the media choices one makes and one's interpretation of media messages.
- Media are in competition with other forms of communication for an individual's attention. For example, an individual may choose to have an in-person conversation about an issue instead of watching a documentary about the issue.
- People are usually in control of media and therefore are not particularly influenced by it.

Taken together, the Uses and Gratifications Theory stresses the power of the individual over the power of the media. Individual differences mediate the relationship between media and their effects. This results in media effects being driven as much by the media user as by the media content itself. So, even if people take in the same media message, each individual will not be impacted by the message in the same way [3].

### III. METHODOLOGY

This study used a Qualitative Research Design to determine social media's role in the time management of selected Senior High School students during online classes. Using convenience sampling, five (5) senior high school students who are officially enrolled for the school year 2020-2021 were chosen as participants. It was conducted in a private school in Pasay City, Philippines. The students' ages are 17 and 18. They are labeled as Student A, B, C, D, and E.

Since the study took place at the height of a pandemic where face-to-face interaction was prohibited, the participants who agreed to be interviewed were scheduled through either zoom meetings or online messaging. The interview was centered on respondents' personal experiences on the utilization of social media. It also gave emphasis on social media's effects on their time

management during online classes. The semi-structured interview guide is written in English, but the participants were allowed to answer in any language they were comfortable with. Most of the participants shared their views in Filipino. The respondents' answers were then transcribed, analyzed, and interpreted. The data collected were then categorized and used to answer the research questions.

#### IV. RESULTS AND DISCUSSION

##### Factors Affecting Social Media Usage

The participants were asked about the factors affecting their social media usage and why they stayed on social media despite having impending tasks to do. Respondents' answers revealed that there are three main factors affecting their social media usage. The first factor presented that affects the social media usage of the selected participants is online class. The number of tasks that they need to accomplish, the exhaustion that was being felt during online classes, and the boredom that's being felt were some of the stated reasons.

*"Whenever there are loads of work in online class, I don't open my social media accounts. But when I got bored in doing my tasks, I opted to visit the social media. (Student A)"*

*"Each time I become tired and got bored in online class, I usually scroll the social media. Same thing, when I become lazy, I visit and upload in "Tiktok" while attending online class. (Student D)"*

*"A lot of tasks can overwhelm me, so most of the time I go online first to relieve my stress." (Student B)"*

*"It is more fun to visit the social media, especially the Tiktok app. At first I just scroll and watch Tiktok videos, then later on I am already hooked. Sometimes I am engaged and watched the videos the whole day." (Student C)"*

Participants also brought up that the content that social media can offer also affects their social media usage. Reasons involve connecting and interacting with loved ones, watching educational videos, being updated with events, and content keeping them away from boredom.

Social media helps us to stay connected around the world [11]. Social media makes finding work, making new friends, and interacting with loved ones much easier. Social media is great for staying associated with family and friends and sharing interesting and important aspects of our lives. It keeps us connected across the world and helps us find people we'd lost touch with. Social media is also fun; it is fun to see comments and likes on your post. Seeing and sending memes and funny videos to friends gives us this rush of excitement as well. It's also nice to be able to see what our friends are doing without having to ask them directly.

*"The factors that affect my social media usage are talking with my loved ones abroad, greeting someone's birthday, looking at art tutorials, watching funny videos, networking, and memes." (Student E)"*

*"Boredom, interactions with friends, shopping" (Student B)"*

The study also found out that the short attention span of the participants is also a factor. Participants revealed that they could easily be distracted, once they were distracted, they can't stop using their social media apps, and they procrastinate, so they delay doing their tasks.

Similarly, social media is one of the biggest distractions of students taking online classes. Saying that when taking classes online, it's almost too easy to be able to open up a new tab and delve into your own social media world. If you are taking classes or a quiz and your phone notifies you that someone messaged you. Your first instinct is to reply, and half an hour later you find yourself in a full-blown conversation of texts just using emojis [12].

*"Because of procrastination, I spend 30 minutes browsing social media app and finishing my assignments at a later time." (Student E)"*

*"It is because I have a short waiting span and I easily get distracted that I tend to browse other social media sites" (Student C)"*

##### Social Media Affecting Time Management during Online Classes

Most of the participants stated that social media affected their time management during online classes negatively. Saying that social media messes up their schedule, because of their short attention span, their focus goes to social media instead of listening to class, it slows their pace of work since they easily get distracted, and it also makes them care less about deadlines, saying that they could do the task again tomorrow.

Additionally, unless social media activity in the classroom is related to academic work, "distractive multitasking" on social media sites leads to a lower grade-point average and more unsatisfactory overall academic performance [13]. This is largely because students who focus on mobile devices during class are not likely to acquire lecture information delivered visually.

*"I really get distracted easily. My focus is easily shifted to other things. Sometimes, I just would like to check on other social media platforms, and without me realizing it, I had spent too much time browsing the site, because I really got distracted." (Student A)"*

*"It's hard to admit but it affected me a lot, my pace become slower than my usual ones." (Student B)"*

*"It messes up my schedule because instead of doing my task I end up using social media" (Student C)"*

Furthermore, the researcher asked the participants to compare how social media affects their time management during online classes compared to face-to-face classes. The gathered data revealed that social media has more impact on the participant's time management during online classes compared to face-to-face classes. The reason is that during face-to-face classes, there are limitations and restrictions to use social media since there are rules that prohibit the use of gadgets while classes are on-going. In contrast to online classes that provide more exposure to gadgets, social media is more available. Since there are no rules or observers that will ensure that students are not using social media while in class. The availability of resources to access social media can be easily found during online classes compared to face-to-face classes was also discussed. The learning process online is usually more self-driven and autonomous than the face-to-face experience [14]. Students in a classroom who attend diligently receive regular communication about class assignments and direct instructions from professors. Online students need a higher degree of personal responsibility and discipline. If students are effective schedulers, enjoy independent work and using technology for school work, and meet deadlines consistently, they can have success online.

*"During face to face classes, there are limitations in the use of gadgets. Cellphones are not allowed while classes are going on. In online classes, you may use your cellphone. You may open other social media platforms. Also, you may still submit your requirements even beyond submission deadlines."* (Student D)

*"In face to face class, I'm limited to phone usage due to the following factors: Battery life, phone restriction in school, no data or wi-fi, so I use my phone less compared in online class wherein I just stay in my room, all of the things I need is here to make my phone work."* (Student B)

*"In face to face classes, I have less chance of using my social media accounts. I just usually check them when I got home. My use of social media is somewhat restricted and controlled in face to face classes. Since we are now attending online classes, I can use the social media anytime."* (Student A)

*"Because we are attending online class, i get distracted easily since in face-to-face I don't get use my cellphone more compared to online classes."* (Student C)

However, one participant mentioned that social media doesn't have much of an impact on her time management during online classes. Even saying that she has better time management in online classes compared to face-to-face classes.

Students strongly agreed that Eliademy, an online web-based classroom, can be used as an alternative tool for teaching and learning as evidenced by their revealed advantages and disadvantages of the platform [15]. The study found out that it promotes proper time management

to students and promotes better time management to students than face-to-face classes.

*"It doesn't really affect as much since I have a lot of time to do my homework and we only have half day classes. in face-to-face classes I cannot use social media that much since I'm very busy and I don't have time and I arrive at home late while in online classes I can use social media more freely and I have a better time management since The classes are only half day and I have a lot of time to do homework and scroll through social media."* (Student C)

### **Suggested Ways to Mitigate the Impact of Social Media on Time Management during Online Classes**

Participants did and suggested physical activities that could distract them from using social media as a tool to mitigate the impact of social media on time management during online classes. Sleeping, working out, reading books, doing tasks immediately, and playing board games are some of the stated answers.

*"Instead of using social media, I use my time in studying new lessons because I am an honorary student I do things to distract myself from using social media. Find new hobbies that will help yourself distract from using social media"* (Student C)

*"I use my time to rest and sleep. There are times that I work on my school requirements ahead of the deadline. There is a tendency that if I use the social media, like watching videos on Tiktok, I might get distracted. I will just focus on reading and doing school works."* (Student D)

*"By sleeping, by working out and by doing physical activities that can distract you from using social media"* (Student A)

*"Turn to physical activities that do not require the use of cellphones, do creative things, read books that are not in the phone like newspapers and magazine. I also mitigate it by reading, drawing, exercising, and dancing by not bringing my phone before I sleep. I also turn off the wifi. Play board games like chess, checkers, monopoly, Sudoku, and scrabble."* (Student E)

In addition to doing physical activities, participants also did and suggested things that could help control their social media usage, helping lessen social media's impact on their time management during online classes. Ways such as turning off notifications while in class, using alarms to track down time, logging out from social media accounts, and downloading apps that help regulate social media usage are suggested.

Social media apps are designed to hook you in and keep you engaged, and in some cases can lead to behavioural addictions to technology. By turning off notifications, regulating data usage, downloading apps that could help apps that help control social media usage, and setting alarms are ways to wean yourself off compulsive

smartphone and social media habits, and how to regain control over how you consume technology [16].

*"First of all, I turn off the notifications from social media applications and I downloaded this app that when you open don't open your phone it will grow a tree and when you open it, it will kill the tree. Don't bring your phone to bed, set a timer for data usage, turn off the wifi."* (Student E)

*"I usually set sticky notes, or reminders or alarm so I can track down my time, and schedule. Log out from your social media accounts, or turn off your wifi so you won't be tempted to open it every time there's a new notification."* (Student B)

## V. CONCLUSION AND FUTURE SCOPE

This research focused on social media affecting the time management of senior high school students during online classes. This study tackled the factors affecting the social media usage of students and their effects on the time management of the students. This study did not tackle other factors affecting the time management of senior high school students during online classes, nor did it tackle other factors that social media might affect during online classes. This research did not focus on social media affecting the time management of senior high school students during face-to-face classes.

Social media has a negative impact on senior high school students' time management during online classes. It messes up their schedule and steals their focus instead of listening to class or finishing their tasks. Since social media is more accessible in online classes. It can also affect their overall academic performance. Three factors are given as the main factors affecting the social media usage of senior high school students: online classes, the content social media has to offer, and the short attention span of students. Physical activities that can help distract the individual and applying ways that could help control social media usage such as turning off notifications, regulating data usage, and downloading apps that could help control social media usage are ways that were suggested to mitigate the impact of social media on time management during online classes. Having a strong sense of self-discipline is also a must in order to control one's social media usage, to mitigate its impact on time management during online classes.

To mitigate the impact of social media on time management during online classes, Students should learn or should be taught ways to improve their sense of self-discipline to limit themselves their usage of social media so that it will have a lesser impact on their time management during online classes. Students themselves should be willing to teach themselves a sense of responsibility so it will be easier to manage the impact of social media.

Additionally, teachers could attend seminars where they will be taught ways to make their classes online more engaging or fun so that the focus and attention of the

students will solely be on listening to their classes. Lectures should be interactive for students to actually willingly listen and learn, especially with online classes. Boring and un-engaging lectures would cause students' minds to wander and find more fun activities that can catch their attention, like scrolling through social media.

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