

## **ABSTRACT**

This study was conducted to determine the socio-demographic profile of the respondents. Most particularly this study sought to find out 1.)What is the respondents' socio-demographic profile when it comes to age and gender in using various social media platform or applications 2.) What are the most used social media platforms based on students. 3.) How many hours respondents spend in a day and 4.)What are the positive and negative influence of excessive social media exposure to the study habits of the students. This study involve 30 respondents from the BS Social Work Department of Capiz State University-Pilar Satellite College, Natividad Pilar Capiz.

The researcher used questionnaire was composed of two parts. Part 1 covered the socio-demographic profiles of the respondents such as age, gender, what social media are they active on how many hours they social media application. Part II covered a 20-item questionnaire, of which the first 10 items categorize the negative effect of social media exposure to the students study habits, Data showed that respondents' results with the general weighted mean 3.9 are agreed and implied that social media exposure has a positive effect to their study habits. Results revealed that the majority of the respondents agreed that social media is useful for their learning and it is easier for them to develop their academic projects and assignments by browsing to different social media applications.