

ABSTRACT

This descriptive- correlational research study aimed to explore on the influence of Facebook exposure to the productivity level of college students. Specifically, this study sought to determine the level of Facebook exposure among college students, their academic productivity level and determine if there is significant relationship between these mentioned variables. This study was conducted at Capiz State University Pilar Satellite College during the Academic Year 2023-2024 involving 132 respondents chosen by convenience sampling. Researcher -made survey questionnaire composed of three parts was utilized in this study to gather the needed data. Descriptive statistics such as frequency, percentage, mean and standard deviation were used to analyzed descriptive data. While, inferential statistic including Pearson r was used to determine relationship between variables. Results revealed that college students were “exposed” in Facebook but found to be “productive” students. Furthermore, it was found out that there is a significant relationship between Facebook exposure and productivity level of college students. Hence, the researchers concluded that the levels of academic productivity despite Facebook use vary depending on several factors such as control and discipline in managing academic responsibilities. Respondents are encouraged to set boundaries such as setting specific times for social media usage, using website blockers to limit access during study sessions, and prioritizing academic task before using Facebook.