Level of Awareness on Social Media Platforms among the Employees of Kalinga State University Bulanao Campus

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Abstract— *Social media platforms are ubiquitous nowadays, and have connected us in ways. We share information and updates with different social media platforms used. Teaching and school-related works are high-stress professions where it's very important to used social media apps in which it leads to a more productive and collaborative atmosphere hence it is also good everyone's psyche. Today's world social media plays a vital role in connecting everyone's life, and relationship through online communication, postings, and reactions. A descriptive normative survey method was undergone in data gathering procedures such as observation, survey questionnaires, and interviews. This study focuses on the identification of the participant's age and gender demographic profile and common active social media platforms used by the faculty and non-teaching staff in participating group discussion or interaction, determination of the level of awareness on the use of emoticons, common social media terminologies on social media across demographic groups, social media ethical practices and its implications towards their social relations. The work category were 141 Faculty and 30 Non-teaching staff members who are commonly working at one campus and evaluated thru 5 point Likert Scale. Most of the work category belong to the generations which are familiar on the use of computers and android cellphones where social media is easily accessible; Facebook and Messengeris revealed to be the most familiar social media plat forms for postings and sharing of both pictures and movies purposely for collecting social reactions while Messenger was used as communication media both for private and group communications. However, communication barriers are established among faculty and non-teaching staff members on the use of social terminologies and emoticons across demographical groups but generally social media implications has positive effect on social relations.*

Keywords— ***Emoticons, Blogs, Social Media and Apps***

I. INTRODUCTION

Background of the Study

In today's generation, social media is seriously affecting how teaching and non-teaching staff members interact with each other. The works of teaching and non-teaching personnels are high-stress professions where it is very important to have a good relationship with coworkers which leads to a more productive and collaborative atmosphere and for one's good psyche.

Social media is a great thing and has connected the world and made it easy to keep up with friends, family and the news. The numbers of using social media everyday are rising which indicates that the world begin to adopt the technology. There are many things that you need to watch out for and be aware of when you use social media. Simply take a few seconds to think before posting something and think for its impact the contents of the post could have in your life. There are many things you need to watch out for and be aware of when you use social media like: Watch what you share and say, you may need to be compliant, not everything should be taken as fact and you might be on it too much.

Interpersonal communications is changing everyday due to social media. Some research says, it is changing every aspect of how humans communicate. Social media negatively affects interpersonal

communications by the lack of face-to-face interactions and the decrease in language skills, emotional connections, and personal relations.

When social media is used in a responsible and age-appropriate way it can give many benefits to individual. ThroughSocial mediait assist in building digital skills, can help young people learn through reading articles, asking questions, replying to posts, watching video tutorials talking with friends and discussing topics with other people. With Social media groups, it helps young people learn about themselves and others. Social media help to develop critical thinking skills and it can help young people develop their identity. While older people might think of their online and offline lives as very different things young people can find this separation confusing and their online presence is an important part of their identity.

The development of mobile technology has played an important role in shaping the impact of social media. Because in mobile technology they put to connect anywhere at any time on any device in everyone's hands. This factor has caused social networks to evolve for keeping in touch with friends and family to being used in ways that have a real impact on society.

Social media can give a lot of influences when it is being used in ways that shape society, business, world of work, training and development and on relationships. With social media, social sharing has encouraged people to use computers and mobile phones to express their concerns on social issues without actually having to engage actively with campaigns in real life. Their support is limited to pressing the 'Like' button or sharing content. Businesses have realized they can use social media to advertise product and services, stimulate demand, and create targeted product offerings. Social media has had a profound effect on recruitment and hiring. LinkedIn is an important social media platforms for anyone looking to stand out in their profession. They allow people to create and market a personal brand.Social media on training and development used these tools for learning in many educational institutions such as Blogs, Wikis, LinkedIn, Twitter, Facebook, and podcasts which contributed to the increase in long-distance online learning. One of the effects of social media is encouraging people to form and cherish "social media friendships" over actual friendships.

Through social media platforms we could share information and are subsequently flooded with updates. While sharing information in this manner it could be advantageous for many ways but it brings risks many along with it. Over sharing of information is the biggest risk of using social media in which it can be harmful.

From the study of Dewing, Michael entitled "Social Media: An Introduction" (2010) stated there that through the use of social media, people can exchange photos and videos, share news stories, post their thoughts on blogs, and participate in online discussions. Social media also allow individuals, companies, organizations, governments, and parliaments to interact with large number of people.

The motto of Kalinga State University is "Molder of Nation Builders". Today, KSU is a new and the only university in the province of Kalinga. From a college, it was converted into Kalinga State University in January 2016 under the supervision of the first university president Dr. Jovita E. Saguibo. This is to optimize the fulfillment of its mission and vision as an HEI. The Kalinga State University Bulanao campus has seven (7) colleges namely: College of Criminal Justice Education (CCJE), College of Engineering and Information Technology (CEIT), College of Natural Health and Sciences (CNHS), College of Public Administration and Indigenous Governance (CPAIG), College of Forestry (CoF), College of Agriculture (CoA), and College of Education (CoED).

The new administration pursued human resource development by sending respondents to appropriate trainings, conduct extension and research programs and activities to the community and more programs are submitted for accreditation and linkages were forged to help KSU achieve its goals and objectives.

At present, the Kalinga State University Bulanao campus has a total number of 228 employees which includes teaching and non-teaching staff members.

II.   CONCEPTUAL FRAMEWORK

In today's diversified world, technology plays key role in our daily lives as it affects where we live, how we work and how we interact with each other. In addition, it also affects what we want to achieve in our lives (Pedersen, 2009). It provides an overview about the impact of technology in our daily life as technology is an essential part of our life, if it were to be removed; the quality of life would suffer dramatically as a result.

Social Media Technology (Facebook and Twitter): Social media is the ways of interactions between people. They create, share and also exchange information and ideas in simulated communities and networks through Facebook, Twitter, Instagram and LinkedIn, etc. Social media like Facebook and Twitter has helped me a lot in improving my grades and level of engagement with the teachers and fellow students. According to Van den Hurk (2013) Facebook refers to social sharing, where people can share every phase of life on a single platform, On the other hand, Twitter is a micro-blogging site that enable people to

share 140-chracter snippets of their daily life (Van den Hurk, 2013).

From the study of Rajeev M.M. &Jobilal, 2015 entitled "Effects of Social Media on Social Relationships: A Descriptive Study on the Impact of Mobile Phones among Youth Population" stated that Society is influenced by social media in numerous ways. It is the media that help them to get information to form opinions and issues make judgments regarding various issues. It is the media which keeps the people updated and informed about what is happening around them and the world.

In the article of Todd Gebski (2015) How does technology impact your daily life? stated there that in our digitized professional lives there asmany as 79% of employees now "work on virtual teams," be it by email, online collaboration, messaging, video conferences, or some combination of any of the above. A 2013 Pew Research study found that"94% of jobholders are Internet users." This includes full-time, part-time, and freelance workers in technology companies, big corporations, and small businesses, who work in cities, the suburbs, rural America, and everywhere in between.

For most of the last century, communicating professionally meant writing letters, sending faxes, or spending hours on the phone. Not anymore. Email is now the primary means of communication in the modern workplace. We are communicating more, faster, and better than ever before. And employers have been reaping the benefits. A major report cited by British newspaper The Telegraph found that the incorporation of technology into the workplace has led to an "84% increase in productivity per hour for office workers since the 1970s."

Based on the study of Yayan, Emriye et. Al., (2019) entitled "The effects of technology use on working young loneliness and social relationships" concluded that it was determined that young, who are exposed to violence, smoke, and work as unskilled labor force have a high dependence on the Internet and smartphones. Young with the Internet and smartphone addiction were found to have high levels of loneliness and poor social relations.

On the study of Derks, Daantje& et. Al., (2008) on "Emoticons and online message interpretation" the results show that emoticons do have an impact on message interpretation. Emoticons are useful in strengthening the intensity of a verbal message. Furthermore, it is possible to create ambiguity and express sarcasm online by varying the valence of the emoticon and the valence of the message. Overall, the authors conclude that to a large extent, emoticons serve the same functions as actual nonverbal behavior.
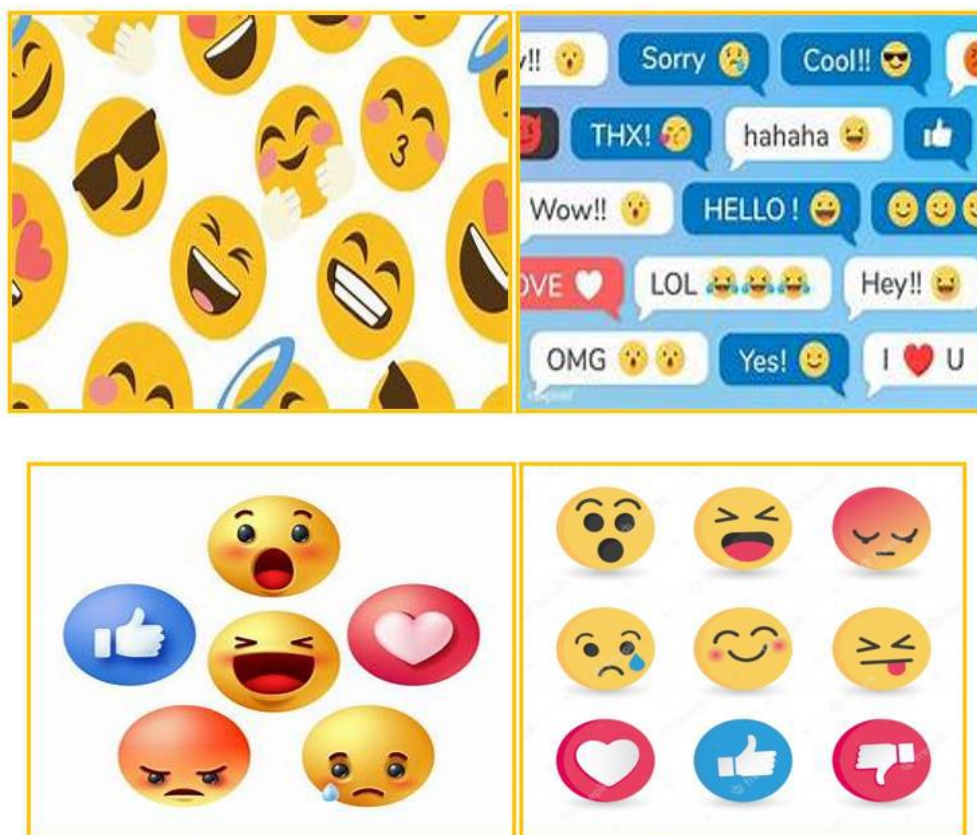

Fig.1. Commonly used Emoticons in Social Media

We always use the funny yellow faces (emoticons) to express what we feel of our emotions on social media applications. We used emoticons for faster communication because it replaces entire words and make our chats or emails more colorful. But what is their correct name? Mostly, the terms emoji and emoticon are used interchangeably. However, there are differences between these terms.

What is an emoticon? The English words "emotion" and "icon" form the term emoticon. Short string of symbols, letters or numbers are intended to represent facial expressions and postures. Emoticons can liven up the text and convey moods or emotional states.

:-D means laughing or a big grin. If surprised, we used :-O and <3 stands for the heart and feelings.

What is Smiley? The term of course comes from the English verb "to smile". The smiley is the graphic representation of a facial expression. In written communication, the person writing expresses that he or she is delighted or joking.

What is an emoji? Emojis are images or pictographs. Facial expressions and gestures are shown in the form of faces and people. Objects, food, activities, animals, plants, places and other associations can also be displayed. This allows for more expressive communication. Emoticons are now automatically converted into emojis in word processing programs or online services. To display emojis, the Unicode is converted into a graphic. Emojis have been available on our mobile phones since 2010.

The use and effect of emojis, emoticons and smileys arefor communication.For communication with our counterpart is not just about the words pronounced. For we also communicate in a nonverbal way, that is, without using spoken language. This happens through our facial expressions, our gestures, our body language and the tone of our voice. We look to the side when we're embarrassed. Widen our eyes in surprise or raise our hands in alarm. Wrinkle our nose in disapproval or let our voice ooze with irony.

Our communication increasingly turns digital. We write emails and we chat on WhatsApp, Facebook, or Snapchat. What we can express in words or in nonverbal way in real life is accomplished by emojis with rather short texts in real-time communication. They add an emotional level to the text and can prevent misunderstandings. The majority of men and women say that they can express emoticons better through emojis than through words.

Under some circumstances, the inappropriate use of social media may lead to ethical violations under the Code. Examples of such violations include (a) posting distinctive personal information about your clients or research subjects that breaches confidentiality and (b) misrepresenting to the public the services you provide, the products you sell, or your level of expertise. The posting of insulting or offensive opinions, including writing such remarks in documents, usually does not violate the Code, even though doing so fails to engage in civil discourse. If such remarks are determined to constitute defamation, then posting them would be considered a violation of the Code *(Code of Ethics, 2016)*.

Research Paradigm

The Input-Process-Output (IPO) model is widely used by researcher with a feedback mechanism. Figure 1 shows the research paradigm of the study. Input will represent the objectives of the study. The Input was derived from demographical profile will distinguishrespondent's awareness on the use of emoticons and other common social media terminologies and text abbreviations. The process involved the analysis on the level of awareness and uses of social media platforms and its implications of work category members; the output of the study is the level of awareness and uses of Social Media platforms and its implications of social media between work category members which can denote the level of awareness on the social media platforms used.

Statement of the Problems

The study assessed the level of awareness on social media platforms among the employees of Kalinga State University, Bulanao Campus. Iit sought to answer the following questions:

1. What is the demographic profile of the respondent as to the gender, work category and age generation?

2. What are the most common active social media platforms used by the work category in participating to group discussion or interaction?

2.1 Is there a significant difference on the social media platforms used as the gender, work categoryand age generation?

3. What is the level of awareness of the work category on the used of emoticons and social media terminologies?

4. What are the social implications of social media towards social relations among the work category?

Statement of Objectives

The present study aims to:

1. Identify the demographic profile of the work category;

2. Identify the common active social media platforms used by the work category in participating group discussion or interaction;

3. Determine the respondent's level of awareness on the description and use of social media terminologies, social media icons, and social media platforms among KSU employees when grouped according to:

a. gender,

    b. age, and

    c. work category.

4. Determine the social implications of social media among work category members towards their social relations.

Significance of the Study

    This study served as a reference on the work category perceptions on the use of emoticons, common words and text abbreviations based on demographical group. And it served as a basis to determine the implications how employees deal and respond on the trending use of the social media platforms in today's modern age.

    This study on the level of awareness of social media among employees of Kalinga State University Bulanao campus is intended to identify the demographic profile of the employees, identify the common active social media platforms used by the employees in participating group discussion or interaction, determine the work category level of awareness on the description and use of social media terminologies, social media icons, and social media platforms among KSU employees when grouped according to gender, age and work category and to determine the social implications of social media among work category members towards their social relations. The benefits of which various people are expected to benefit are discussed as follows:

    Work category of Kalinga State University – it will give them the perceptions on the use of emoticons, social media terminologies and the use of social media platforms in participating in the group chat.

    Administration of Kalinga State University – this will give them the basis to determine the implications of how work category will deal and respond on the trending use of the social media platforms in today's modern age.

    Guidance Office – this will help the office to know the level of awareness on the use of emoticons and common social media terminologies and text abbreviations across demographic groups inorder to create good atmosphere and relationships among the employees of Kalinga State University Bulanao campus.

Expected Output

1. List of common active social media accounts used by work category

2. Work category level of awareness on the use of emoticons and common social media terminologies and text abbreviations across demographic groups.

3. Work category social media ethical practices.

4. Social Media implications among work category member.

Definition of Terms

1. Avatar – This is a social media terminology in which it is a character that represents an online user.

2. Baby Boomers – This is an age generation that defined people who were born from 1946 to 1964 and they are currently between the ages of 57-75.

3. Blogs –This is a social media application that started out as a mix of what was happening in a person's life and what was happening on the web.

4. Emoticons – This is a representation of a facial expression such as -) representing smile that shows emotions.

5. Flicker – This is a social media application

6. Generation X – This is an age generation who were born between 1965 and 1970 and is currently between 41-56 years old.

7. Generation Y – This is also called Millennials, were born between 1981 and 1994. They are currently between 25 and 40 years old.

8. Generation Z–This is the newest generation, born between 1997 and 2012. They are currently between 9 and 24 years old.

9. Geofilter – They are pretty graphics that dress up a Snap.

10. Geotag – A social media terminology that has the process of adding geographical identification metadata to various media.

11. Hashtag – Another social media terminology that connects your posts on social media to toher posts on the same subject or trending topic.

12. Instagram – A simple, fun and creative way to capture, edit and sharre photos, videos and messages with friends and family.

13. Linkedin – A social media application that allows you to create a custom profile. However, profiles created within LinkedIn are business-oriented rather than personal.

14. Meme – Memes on social media are funny pieces of text, videos, or images that go viral.

15. Social media – It is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.

16. Social media platforms – It is a web-based and mobile-based Internet Application that allows the

creation, access and exchange of user-generated content.

17. Shout Out – Usually refers to when one user shouts out another, typically by "tagging" them.

18. Troll – A process of creating discord on the Internet by starting quarrels or upsetting people by posting inflammatory or off-topic messages in an online community.

19. Tumblr –Is a blogging and social media tool that allows users to publish a "tumblelog", or short blog posts.

20. Tweet – Tweeting is posting short messages for anyone who follows you on Twitter.

21. Twitter – Is a microblogging and social networking service which users post and interact with messages known as "tweets".

22. Viber – It allows users to make free calls, send texts, pictures and video messages to other Viber users.

23. Viral – A subject or event that has a sudden surge in popularity on social media.

24. WhatsApp –This lets you make calls, send and receive messages, and share documents, photos, and videos.

25. Wall – A digital signage displayed in Facebook page.

III.   REVIEW OF RELATED LITERATURE

Over the past decade, Pew Research Center has documented the wide variety of ways in which Americans used social media to seek out information and interact with others. A majority of Americans now say they get news via social media, and half of the public has turned to these sites to learn about the 2016 presidential election. Americans are using social media in the context of work (whether to take a mental break on the job or to seek out employment), while also engaging in an ongoing effort to navigate the complex privacy issues that these sites bring to the forefront (Greenwood, S., Perrin, A., Duggan, M. 2016)

Internet-based social media has become a part of people's lives in this era. Many people use of Facebook, Whatsapp, LinkedIn, Blog and other social media to interact with each other. With social media, people exchange information and share experiences in cyberspace (Marbun, D., Juliandi, A., and Sulaiman, E.). In this study also, it will determine the topmost rank common social media platforms used by faculty and non-teaching staff members for postings and sharing of both pictures and movies purposively intended for collecting social relations and for communication media both for private and group communication.

With introduction of new tools and techniques for online communication, the methods of online marketing have also changed. The presence of emotions in decision-making processes of customers has always changed the dimensions of sales in online environment. Emoticons, which are the graphical representation of one's nonverbal traits, help in analyzing the meaning and emotion of the message in an appropriate manner. Now, increasing usage of emoticons in textual messages by Gen Y students has revived the emotional aspect of making purchases. These youngsters form a majority portion of online shoppers and always remain the favourite segment of marketers. Addressing their needs by capturing their emotional side at a correct instance will convert the search into buying decision (Saini, A., Khatri, P., & Raina, K. 2018). The present study attempts to understand the level of awareness on the use of emoticons and common social media terminologies.

In the study of (Chan, Chi-Keung & Lau, Wing-Yan 2017) it hypothesizes that the combination of text and emoticons has the greatest effect on emotion representativeness, awareness and management. Also, the effect of emoticons is moderated by the user's emotion.

From the study of (Derks, D., Bos, A. &Grumbkow, J. 2008) which investigated the role of emoticons in computer-mediated communication (CMC). Results showed that emoticons are mostly used to express emotions, to strengthen a message, and to express humor. While in the study, it reveals that the more emoticons were used in communication with friends with positive effect on their social relations.

Until recently, Facebook had dominated the social media landscape among America's youth – but it is no longer the most popular online platform among teens, according to a new Pew Research Center survey. Today, roughly half (51%) of US teens ages 13 to 17 say they use Facebook, notably lower than the shares who use YouTube, Instagram or Snapchat (Anderson, M. & Jiang, J. 2018). It is in the same notion of the study that it will identify the demographic profile of the work categoryinorder to determine the common active social media platforms used by the work category in participating group discussion or interaction.

Most college students use social media and spend many hours checking social media sites as admitted that they spent 6-8 hours per day, these was a negative aspect to college students on the use of social media (Wang, Q., Chen, W., and Liang, Y. 2011). Also in the study, from the participant's demographic profile it will determine the work category who belong to generation Millennial and X and who belong to Baby boomers.

Maintaining social relationships has been defined as a core element of aging well. With a considerable amount of older adults living alone, social media provides the possibility to engage in meaningful social contact, example by joining online social networks and online discussion forums (Lesit, Anja K. 2013). While in this study it will determine the demographic participant's profile to identify the percentage of work category who belong to the millennial groupinorder to determine the level of awareness on the use of emoticons and common social media terminologies on social media.

From the study of Corcoran, Niall & Duane, Aldan (2018) entitled "Using Social Media to Enable Staff Knowledge sharing in Higher Education Institutions" it is stated there that the study adds to the growing body of work on organizational implementations to practitioners and researchers undertaking similar projects. With the same concept in the study that through social media postings and interactions all worked related issues and problems are clearly and peacefully settled.

It is also stated in the research of (Stoessel, Jonathan 2016) that the creativity, collaboration, and advanced communication afforded by the use of social media also opens privacy and safety concerns for potential users inside and outside the realm of higher education. As the promise of the positives afforded by weaving social media into the fabric of higher education has been realized, so too have concerns over how this "social network" is governed and managed at colleges and universities. As it is the same in the study that social media interactions tighten bonds among employees during and after office hours.

IV. METHODOLOGY

This methodology presents the different methods and procedures that will be used by the researcher in developing this study. It consists of the research design, the research work category of the study, and the data gathering procedures. It also includes the instruments used in the collection and gathering of data, as well as statistical tools used in processing and analyzing the data.

Research Design

For the purpose of this study, the researchers shall conduct the study utilizing the descriptive normative survey method. Descriptive research plays a significant role in system development for it is used to gather quantifiable information, which later on uses for statistical inference through data analysis to the target work category/work category. This type of research reveals and measures the strength of the work category' opinion, attitude or behavior concerning a given subject (FluidSurveys Team, 2014). In addition, it shall use normative survey method of research because it shall

undergo data gathering procedures such as observation, survey questionnaire and interview.

From the study of (Congdon, J. et. al, 2016) entitled "Defining the Beginning: The Research Design" he stated there that the probability of success of a research project is greatly enhanced when the "beginning" is correctly defined as a precise statement of goals and justification. Having accomplished this, the sequential steps necessary for writing a research plan and then successfully executing a research project are easier to identify and organize.

Data Gathering Procedures

Interview – The researchers conducted an interview to the work categoryinorderto ask them most relevant data on the commonly used social media platforms and the most commonly used social media terminologies.

Direct Observation – The researchers had a direct observation by joining it on a group chat in order to determine the use of the social media platforms and observing how they could react and use some of the social media terminologieswhile involving in the group chat.

Survey Questionnaire – A survey questionnaire was distributed to the work categoryfor them to answer what is being asked and to tally their answers inorder to come up with a reliable result on the implications of using social media platforms and to determine the level of awareness on the use of social media terminologies and platforms.

Research Work category of the Study

The Kalinga State University has three campuses with different sites and locations but governed with one university policy and standards. The work category of this study are the Faculty and Non-Teaching Staff of Kalinga State University Bulanao campus one of the campuses of Kalinga State University. The nature of Faculty and Non-teaching Staff work are interrelated due to their services offered to students, stakeholders and other university clienteles thus, they share common workplace that needs harmonious working relation.

In this study the researchers make used of the sampling technique by using "fishbowl" method to get every sample of the total population of 228 in Kalinga State University employees in Bulanao campus to have an equal chance of being selected. The study got 75% on the total number of work category which has a total of 171 work categoryamong the employees of Kalinga State University Bulanao Campus.

Profile of the Work category

Table 1: Profile of the respodents according to their Gender

Gender	Male	Female
Teaching Staff	24	108
Non Teaching	6	33

Staff		
Total	30	141

The table shows the profile of the work category accrording to the gender.

Table 2: Profile of the Work category according to the Age Generation

Gender	Age Generation			
	Generation Z	Generation Y	Generation X	Baby Boomers
Teaching Staff	6	113	11	2
Non Teaching Staff	5	24	8	2
Total	**11**	**137**	**19**	**4**

The table shows the profile work category according to the Age Genration.

Table 3:Work category according to the Gender

Work category	Teaching Staff	Non-teaching Staff
Total	132	39

The table shows the profile work category according to the Gender

Instrumentation

Survey Questionnaire. Survey Questionnaire shall focused on the demographical profile, educational, attainment and Work category level of awareness on the use of emoticons and common social media terminologies and text abbreviations.

Interview. Interview guide questionnaire will be used to get the work category feed backs on their responses, reactions and postings on social media.

Data Gathering Procedures

The researchers interviewed the work categoryin an informal manner by asking them some questions like their most favourite social media platforms they used for posting, communication, and for updates. Also, the researchers had floated a survey questionnaire which includes about the demographic profile of work category, common social media applications, common social media platforms in group discussion and interaction, awareness on the use of emoticons and social media terminologies on social media, social media practices and social media implications among work category members of Kalinga State University Bulanao Campus. After gathering the answered survey questionnaires it was submitted for tabulation and computation of data ready for data interpretation and discussion.

V.   DATA ANALYSIS

The gathered data were collected, tabulated and treated statistically using frequency count, percentage, weighted mean. Frequency and percentage was used to describe the demographic profile of the work category and most commonly used social media platforms.

Weighted Mean

Was used as the primary tool to describe the assessment of the work category for their level of awareness on the use of emoticons and common social media terminologies and text abbreviations across demographic groups and their social media practices and its implications among work category members towards their social relations.

The following Likert Scales shall be used for the assessment of the work category on the Faculty and Non-Staff level of awareness on the use of emoticons and common social media terminologies and text abbreviations across demographic groups.

WEIGHTED MEAN RANGE	DESCRIPTIVE INTERPRETATION
4.20 – 5.00	Extremely aware
3.40 – 4.19	Moderately aware
2.60 – 3.39	Somewhat aware
1.80 – 2.59	Slightly aware
1.00 – 1.79	Not at all aware

The following Likert scales shall be used for the assessment of the work category on the Faculty and Non-Staff on their social media practices and its implications among work category members towards their social relations.

WEIGHTED MEAN RANGE	DESCRIPTIVE INTERPRETATION
4.20 – 5.00	Strongly Favor
3.40 – 4.19	Somewhat Favor
2.60 – 3.39	Neutral
1.80 – 2.59	Somewhat Oppose
1.00 – 1.79	Strongly Oppose

VI.   RESULTS AND DISCUSSION

This chapter presents the work category' profile as to Age,Gender and Work category, data gathered and the interpretations of the result given in line with the objectives of the study, namely: to identify the demographic profile of the respondent, to identify the common active social media terminologies, platforms and emoticons used by the work category in participating group discussion or interaction, to determine the

significant difference on the social media platforms of KSU employees when grouped according to gender, age and gender, and to determine the social implications of social media among work category members towards their social relations.

Work category' Profile

Table 1 presents the work category' profiles as to gender.

Table 1. Work category' profile as to Gender

Indicators	Male	Percentage	Female	Percentage
Teaching Staff	24	80.00	108	76.60
Non	6	20.00	33	23.40

Teaching Staff				
Total	30	100.00	141	100.00

The table aboveshows the profile of the work categoryaccrording to gender. As shown above female is more dominant than male in which female under teaching has a total of 108 with a percentage of 76.60 and on the non teaching staff has a total of 33 with a percentage of 23. 40 while male on teaching has a total of 24 with a percentage of 80.00 and non teaching has a total of 6 with a percentage of 20.00.

Table 2. Work category' profile as to Age Generation

	Age Generation							
Indicators	**Generation Z**	**Percentage**	**Generation Y**	**Percentage**	**Generation X**	**Percentage**	**Baby Boomers**	**Percentage**
Teaching Staff	6	**54.55%**	113	**82.48**	11	**57.89**	2	**50.00**
Non Teaching Staff	5	**45.45%**	24	**17.52**	8	**42.11**	2	**50.00**
Total	**11**	**100.00**	**137**	**100.00**	**19**	**100**	**4**	**100**

Most of the work category belong to the Teaching Staff of generation Y or Millennial followed byTeaching staff of generation X while Teaching and Non-teaching Staff members of Baby boomers recorded as the least from generations. From the study of Ramos, Domingo M., et.al.(2018) stresses that most of the work category are already familiar with the use of computers and android cellphones where social media is accessible and commonly used and even become habitual in their life.

Table 3: Common Active Social Media Platforms Used by the Work category

Table 3.A: Common Active Social Media Platforms Used by thework category as to Gender

Indicators	Female	Mean	Male	Mean	Total
Facebook	134	**9.57**	33	**2.357**	**11.93**
Messenger	134	**9.57**	33	**2.357**	**11.93**
Instagram	23	**1.64**	4	**0.286**	**1.93**
Tumbler	4	**0.29**	0	**0.000**	**0.29**
Linkedin	8	**0.57**	3	**0.214**	**0.79**
YouTube	68	**4.86**	11	**0.786**	**5.64**
Whatsapp	10	**0.71**	2	**0.143**	**0.86**
Google	132	**9.43**	31	**2.214**	**11.64**
Blogs	5	**0.36**	2	**0.143**	**0.50**
Flicker	1	**0.07**	0	**0.000**	**0.07**
Tiktok	18	**1.29**	2	**0.143**	**1.43**
Viber	1	**0.07**	0	**0.000**	**0.07**
Twitter	1	**0.07**	0	**0.000**	**0.07**
WeVerse	1	**0.07**	0	**0.000**	**0.07**
TOTAL	**540**	**38.57**	**121**	**8.643**	**47.21**

Table 3.Apresents the most common social media platforms used by the work category as to gender. As been presented facebook and messenger were the most commonsocial media platforms use by male and female work category, followed by the google and instagram respectively. For the female, facebook and messenger got the highest total of 134 with a mean of 9.57 and for male, it has a total of 33 with a mean of 2.357. Next is google, famale got a total of 132 with a mean of 9.43 and male is 31 with a mean of 2.214. Youtube for both is the next, female has a total of 68 with a mean of 4.86 and male is 11

with a mean of 0.786. Antother is instagram, for female , it has a total of 23 with a mean of 1.64 and male is 4 with a mean of 0.286. But for the Tiktok, it is mostly used by the female with a total of 18 with a mean of 1.29 while male has 2 with a mean of 0.143. And the lowest indicators were flicker, viber, twitter and weverse, for female they got the least result of 1 with a mean of 0.07 and for male is 0.

In a new survey conducted in September 2014, the Pew Research Center finds that Facebook remains by far the most popular social media platform.

Table 3.B: Common Social Media Applications Used by thework category as to Gender

Indicators	Teaching	Mean	Non Teaching Staff	Mean	Total
Facebook	139	**9.93**	33	**2.357**	**12.29**
Messenger	139	**9.93**	33	**2.357**	**12.29**
Instagram	22	**1.57**	5	**0.357**	**1.93**
Tumbler	2	**0.14**	2	**0.143**	**0.29**
Linkedin	6	**0.43**	5	**0.357**	**0.79**
YouTube	57	**4.07**	22	**1.571**	**5.64**
Whatsapp	6	**0.43**	6	**0.429**	**0.86**
Google	139	**9.93**	29	**2.071**	**12.00**
Blogs	2	**0.14**	5	**0.357**	**0.50**
Flicker	0	**0.00**	1	**0.071**	**0.07**
Tiktok	13	**0.93**	5	**0.357**	**1.29**
Viber	0	**0.00**	1	**0.071**	**0.07**
Twitter	0	**0.00**	1	**0.071**	**0.07**
WeVerse	0	**0.00**	1	**0.071**	**0.07**
TOTAL	**525**	**37.50**	**149**	**10.643**	**48.14**

Table 3.B shows the most common social media platforms used by the work category as to gender.As shown in the table Facebook, messenger and google were the most common active social media platforms of both teaching and non-teaching staff members. For the teaching personnel, facebook, messenger and google got the highest rank with a total of 139 with a mean of 9.93 which has the same common active social media platforms used

by the non-teaching staff that has a total of 33 with a mean of 2.357 followed by the YouTube and Instagram respectively. Viber, Twitter, andWeVerse were in the last rank meaning it is not the common active social media platforms used by both teaching and non-teaching staff. For teaching it has 0 work category with a percentage of 0.00 and for non-teaching staff with 1 respondent with a percentage of 0.01.

Table 3.C: Common Active Social Media Applications Used by thework category as to Age Description

Indicators	Gen. Z	Mean	Gen. Y	Mean	Gen. X	Mean	Baby Boomers	Mean	Total
Facebook	11	**0.79**	137	**9.786**	18	1.29	3	**0.21**	**12.07**
Messenger	11	**0.79**	137	**9.786**	19	1.36	2	**0.14**	**12.07**
Instagram	11	**0.79**	16	**1.143**	0	0.00	0	**0.00**	**1.93**
Tumbler	2	**0.14**	2	**0.143**	0	0.00	0	**0.00**	**0.29**
Linkedin	6	**0.43**	5	**0.357**	0	0.00	0	**0.00**	**0.79**

YouTube	11	**0.79**	67	**4.786**	1	0.07	0	**0.00**	**5.64**
Whatsapp	6	**0.43**	6	**0.429**	0	0.00	0	**0.00**	**0.86**
Google	11	**0.79**	137	**9.786**	18	1.29	2	**0.14**	**12.00**
0.14	5	**0.36**	2	**0.143**	0	0.00	0	**0.00**	**0.50**
Flicker	1	**0.07**	1	**0.071**	0	0.00	0	**0.00**	
Tiktok	10	**0.71**	8	**0.571**	0	0.00	0	**0.00**	**1.29**
Viber	1	**0.07**	1	**0.071**	0	0.00	0	**0.00**	**0.14**
Twitter	1	**0.07**	1	**0.071**	0	0.00	0	**0.00**	**0.14**
WeVerse	1	**0.07**	1	**0.071**	0	0.00	0	**0.00**	**0.14**
TOTAL	88	**6.29**	521	**37.214**	56	**4.00**	7	**0.50**	**48.00**

Table 3.Cpresents the most common active social media platforms used by the work category as to age. As presented above, Facebook and messenger were the top most rank social media platforms used by the age generations: Gen Z, Gen Y, Gen X and Baby Boomers. In Gen Z, TikTok was the next in rank with a total of 10 and the average of 0.71.While Gen Y, YouTube was the second in rank with the total of 67 and the average of 4.786. Also, in Gen X, Google was the second in rank with a total of 18 with the percentage of 1.29.Iin Baby Boomers age generation, google was the next in rank with a total of and a percentage of 0.14.

From the study of Ramos, Domingo M. et.al., (2020) also revealed that the topmost rank common active social media platforms used by faculty and non-teaching staff members are Facebook and Messenger followed by YouTube and Google+ respectively. This implies that Facebook was the most familiar and commonly utilized for postings and sharing of both pictures and movies purposely intended for collecting social reactions while Messenger was used as communication media both for private and group communications.

Table 4: Level of Awareness on the description and Use of the following SocialMedia Terminologies

Table 4.A: Level of Awareness on the description and Use of the following SocialMediaTerminologies as to Gender

Indicators	Male		Female		Total Mean	Description
	Mean	**Description**	**Mean**	**Description**		
Avatar	**0.79**	Not all aware	**3.54**	Moderately aware	**4.33**	Extremely Aware
Meme	**0.87**	Not all aware	**3.35**	Somewhat aware	**4.22**	Extremely Aware
Attachment	**2.54**	Somewhat aware	**4.17**	Moderately aware	**6.71**	Extremely Aware
Blog	**0.96**	Not all aware	**3.19**		**4.15**	Moderately Aware
Chat	**1.94**	Slightly aware	**4.56**	Extremely Aware	**6.5**	Extremely Aware
Follower	**0.85**	Not all aware	**3.46**	Moderately aware	**4.31**	Extremely Aware
Friend	**2.01**	Slightly aware	**3.78**	Moderately aware	**5.79**	Extremely Aware
Geofilter	**0.58**	Not all aware	**2.62**	Somewhat aware	**3.2**	Somewhat Aware
Geotag	**0.51**	Not all aware	**2.63**	Somewhat aware	**3.14**	Somewhat Aware
Hangout	**0.47**	Not all aware	**2.27**	Somewhat aware	**2.74**	Somewhat Aware
Hastag	**0.58**	Not all aware	**2.49**	Somewhat aware	**3.07**	Somewhat Aware
Heart	**1.82**	Slightly aware	**4.38**	Extremely aware	**6.2**	Extremely

Indicator					
					Aware
Instagram	**0.35**	Not all aware	**2.02**	Slightly aware	**2.37** Somewhat Aware
Like	**2.94**	Somewhat aware	**4.15**	Moderately aware	**7.09** Extremely Aware
Live Streaming	**0.71**	Not all aware	**3.38**	Somewhat aware	**4.09** Moderately Aware
Mention	**0.74**	Not all aware	**3.70**	Moderately aware	**4.44** Extremely Aware
Notification	**0.74**	Not all aware	**3.42**	Moderately aware	**4.16** Moderately Aware
Post	**2.06**	Slightly aware	**3.82**	Moderately aware	**5.88** Extremely Aware
Share	**0.61**	Not all aware	**3.61**	Moderately aware	**4.22** Extremely Aware
Shout out	**0.56**	Not all aware	**2.90**	Somewhat aware	**3.46** Moderately Aware
Tag	**0.63**	Not all aware	**3.68**	Moderately aware	**4.31** Extremely Aware
Trending/viral	**0.57**	Not all aware	**3.55**	Moderately aware	**4.12** Moderately Aware
Troll	**0.46**	Not all aware	**2.15**	Slightly aware	**2.61** Somewhat Aware
Tweet	**0.45**	Not all aware	**2.07**	Slightly aware	**2.52** Somewhat Aware
Wall	**0.50**	Not all aware	**2.84**	Somewhat aware	**3.34** Somewhat Aware
Total	**25.24**		**81.73**		**106.97**

The table shows the level of awareness on the description and use of the following social media terminologies as to Gender. As it is shown in the table, for men, that most of description of their answers on the use of social media terminologies was "Not All Aware" in both private and group discussion while in female, as it is revealed in the table that most of description and use of terminologies was "Extremely Aware" on the use of social media terminologies in both private and group discussion. In female the most top rank social media terminology was the "Like" with a total mean of 7.09 followed by "Attachment" with a total mean of 6.51 and next social media terminology is "Chat" with a total mean of 6.5 respectively.

Table 4.B: Level of Awareness on the description and Use of the following SocialMediaTerminologies as to the Gender

Indicators	Teaching		Non Teaching		Total Mean	Description
	Total	Description	Total	Description		
Avatar	**2.15**	Slightly Aware	0.74	Not all Aware	**2.89**	**Somewhat Aware**
Meme	**2.66**	Somewhat Aware	**0.95**	Not all Aware	**3.61**	**Moderately Aware**
Attachment	**4.25**	Extremely Aware	**2.74**	Somewhat Aware	**6.99**	**Extremely Aware**
Blog	**3.29**	Somewhat Aware	**0.89**	Not all Aware	**4.18**	**Moderately Aware**
Chat	**4.09**	Moderately Aware	**3.16**	Somewhat Aware	**7.25**	**Extremely Aware**

Follower	**3.33**	Somewhat Aware	**1.07**	Not all Aware	**4.4**	**Extremely Aware**
Friend	**3.34**	Somewhat Aware	2.57	Somewhat Aware	5.91	Extremely Aware
Geofilter	3.27	Somewhat Aware	0.98	Not all Aware	4.25	Extremely Aware
Geotag	2.18	Somewhat Aware	0.79	Not all Aware	2.97	Somewhat Aware
Hangout	1.90	Slightly Aware	0.75	Not all Aware	2.65	Somewhat Aware
Hastag	1.76	Not all Aware	0.64	Not all Aware	2.4	Somewhat Aware
Heart	3.28	Somewhat Aware	2.16	Somewhat Aware	5.44	Extremely Aware
Instagram	1.69	Not all Aware	0.62	Not all Aware	2.31	Somewhat Aware
Like	4.08	Moderately Aware	3.99	Moderately Aware	8.07	Extremely Aware
Live Streaming	2.62	Somewhat Aware	0.90	Not all Aware	3.52	Moderately Aware
Mention	3.43	Moderately Aware	1.08	Not all Aware	4.51	Extremely Aware
Notification	2.71	Somewhat Aware	0.93	Not all Aware	3.64	Moderately Aware
Post	3.61	Moderately Aware	1.89	Slightly Aware	5.5	Extremely Aware
Share	3.39	Moderately Aware	1.01	Not all Aware	4.4	Extremely Aware
Shout out	2.53	Somewhat Aware	0.66	Not all Aware	3.19	Somewhat Aware
Tag	2.58	Somewhat Aware	1.01	Not all Aware	3.59	Moderately Aware
Trending/viral	2.71	Somewhat Aware	0.69	Not all Aware	3.4	Somewhat Aware
Troll	2.14	Slightly Aware	0.51	Not all Aware	2.65	Somewhat Aware
Tweet	1.63	Not all Aware	0.42	Not all Aware	2.05	Slightly Aware
Wall	2.79	Somewhat Aware	0.70	Not all Aware	3.49	Moderately Aware
Total	**71.41**		**31.85**		**103.26**	

Table 4.B presents the level of awareness on the description and use of the following social media terminologies as to the gender. From the teaching staff, the top most rank social media terminology used was "Attachment" with a total mean of 4.25 and the most uncommon social media terminology used by them was "Tweet" with a total mean of 1.63. While in Non-teaching staff the first three top most rank term use in social media terminology were like with a total mean of 8.07, chat with a total mean of 7.25 and attachment with a total mean of 6.99 respectively. And the most uncommon social media terminology use by the non-teaching staff is "Tweet" with a total mean of 2.05.

Table 4.C: Level of Awareness on the description and Use of the following SocialMediaTerminologies as to the Age Description

Indicators	Generation Z		Generation Y		Generation X		Baby Boomer		Total Mean	Description
	Mean	Description	Mean	Description	Total Mean	Description	Mean	Description		
Avatar	0.80	Not all aware	4.072	Moderately Aware	0.6	Not all aware	0.08	Not all aware	5.552	Extremely Aware
Meme	0.62	Not all aware	3.968	Moderately Aware	0.568	Not all aware	0.06	Not all aware	5.216	Extremely Aware
Attachment	3.52	Slightly aware	4.608	Extremely Aware	2.648	Somewhat Aware	0.14	Not all aware	10.916	Extremely Aware
Blog	3.69	Not all aware	4.312	Extremely Aware	1.584	Slightly Aware	0.06	Not all aware	9.646	Extremely Aware
Chat	4.00	Slightly aware	4.592	Extremely Aware	3.624	Moderately Aware	0.11	Not all aware	12.326	Extremely Aware
Follower	1.67	Not all aware	3.888	Moderately Aware	1.52	Slightly Aware	0.09	Not all aware	7.168	Extremely Aware
Friend	4.02	Not all aware	4.384	Extremely Aware	3.64	Moderately Aware	0.10	Not all aware	12.144	Extremely Aware
Geofilter	0.81	Not all aware	3.944	Moderately Aware	0.504	Not all aware	0.05	Not all aware	5.308	Extremely Aware
Geotag	0.81	Not all aware	4.104	Moderately Aware	0.56	Not all aware	0.04	Not all aware	5.514	Extremely Aware
Hangout	0.30	Not all aware	3.984	Moderately Aware	0.504	Not all aware	0.06	Not all aware	4.848	Extremely Aware
Hastag	0.58	Not all aware	4.28	Extremely Aware	0.52	Not all aware	0.05	Not all aware	5.43	Extremely Aware
Heart	3.83	Not all aware	4.328	Extremely Aware	3.664	Moderately Aware	0.16	Not all aware	11.982	Extremely Aware
Instagram	0.88	Not all aware	4.336	Extremely Aware	0.6	Not all aware	0.08	Not all aware	5.896	Extremely Aware
Like	3.76	Not all aware	4.68	Extremely Aware	4.712	Extremely Aware	0.15	Not all aware	13.302	Extremely Aware
Live Streaming	0.66	Not all aware	4.424	Extremely Aware	0.608	Not all aware	0.08	Not all aware	5.772	Extremely Aware

								aware		
Mention	0.45	Not all aware	4.408	Moderately Aware	1.624	Not all aware	0.09	Not all aware	6.572	Extremely Aware
Notification	0.70	Not all aware	4.328	Extremely Aware	0.64	Not all aware	0.06	Not all aware	5.728	Extremely Aware
Post	3.92		4.464	Extremely Aware	3.728	Moderately Aware	0.16	Not all aware	12.272	Extremely Aware
Share	1.87	Not all aware	4.144	Moderately Aware	0.648	Not all aware	0.09	Not all aware	6.752	Extremely Aware
Shout out	0.887	Not all aware	4.112	Moderately Aware	0.48	Not all aware	0.12	Not all aware	5.582	Extremely Aware
Tag	0.50	Not all aware	4.136	Moderately Aware	0.632	Not all aware	0.13	Not all aware	5.398	Extremely Aware
Trending/viral	0.666	Not all aware	4.256	Extremely Aware	0.64	Not all aware	0.14	Not all aware	5.696	Extremely Aware
Troll	0.63	Not all aware	3.864	Moderately Aware	0.448	Not all aware	0.04	Not all aware	4.982	Extremely Aware
Tweet	0.45	Not all aware	4.376	Extremely Aware	0.656	Not all aware	0.10	Not all aware	5.582	Extremely Aware
Wall	0.18	Not all aware	3.368	Somewhat Aware	0.376	Not all aware	0.06	Not all aware	3.984	Moderately Aware
Total	40.18		105.36		35.728		2.3		183.568	

The table 4.C shows the level of awareness on the description and use of the following social media terminologies as to the age. Most of the participants belong to generation Y and X while Baby boomers recorded as the least from generations. As presented on the table above it shows that most work category under Gen Z are not aware on the terms and use of the social media. While in Gen Y, the top most rank on the level of awareness on social media terminologies use were like which a mean of 4.68 has, attachment which has a mean of 4.608 and Chat which has a mean of 4.592 respectively. While in Gen X, the top most rank on the level of awareness on social media terminologies use were Trending/Viral which has a mean of 4.712, Geotag which has a mean of 3.728 and Blog which has a mean of 3.664 respectively. While in Baby Boomers, the top most terminologies were heart, post and like. The table also shows that Like which has a total mean of 13.302, Chat which has a total mean of 12.326 and Post which has a total mean of 12.272 are the most common social media terminologies use in all the age generations. The table shows that all age generations: Gen X, Gen Y, Gen Z and Baby Boomers are extremely aware on like, chat and post social media terminologies. This result shows that most of the participants are already familiar with the use of cell phones and social media platforms. It is also stated on the study of Ramos, Domingo M., et. al. () that most of the participants belong to generation Millennial and X while Baby boomers recorded as the least from generations. This implies that most of the participants are already familiar with the use of computers and android cellphones where social media is accessible and commonly used and even become habitual in their life.

Table 5: Level of Awareness on the Description and Use of the following SocialMediaIcons

Table 5. A. Level of Awareness on the Description and Use of the following SocialMediaIcons as to Gender

Indicators	Male		Female		Total	Description
	Total	Description		Description		
Love it	1.92	Slightly Aware	4.78	Extremely Aware	6.69	Extremely Aware
Smiley	2.18	Somewhat Aware	4.88	Extremely Aware	7.07	Extremely Aware
Cool	1.90	Slightly Aware	4.73	Extremely Aware	6.63	Extremely Aware
Laugh	1.67	Not all Aware	4.89	Extremely Aware	6.56	Extremely Aware
Angry	1.92	Slightly Aware	4.08	Moderately Aware	6.00	Extremely Aware
Ok Thumbs up	2.12	Slightly Aware	4.71	Extremely Aware	6.83	Extremely Aware
Peace	1.67	Not all Aware	4.34	Extremely Aware	6.01	Extremely Aware
Strong	1.43	Not all Aware	4.46	Extremely Aware	5.89	Extremely Aware
Not ok, Thumbs down	1.22	Not all Aware	4.48	Extremely Aware	5.69	Extremely Aware
Blessed	1.60	Not all Aware	4.48	Extremely Aware	6.08	Extremely Aware
Applause	1.90	Slightly Aware	4.38	Extremely Aware	6.28	Extremely Aware
Sad	2.03	Slightly Aware	4.09	Moderately Aware	6.13	Extremely Aware
Total	21.55		54.29		75.84	

The table 5. Apresents the level of awareness on the description and use of the social media icons as to gender. As presented above it shows that the male is more aware on the first three most rank emoticons which are smiley with a mean of 2.18, followed by Ok or thumbs up which has a mean of 2.12 and Sad which has a mean of 2.03 while in female, the table shows that the female is more aware on the first three most rank emoticons which are the Ok or thumbs up which has a mean of 4.88, followed by Smiley which has a mean of 4.78 and followed by Sad emoticon which has a mean of 4.73. The table shows that Both male and female are extremely aware on the use of Smiley emoticon which has a total mean of 7.07 followed by the Ok/Thumbs up which has a total mean of 6.83 and the Love It which has the total mean of 6.69 respectively. From the study of Huang, Albert H. et.al. (2008) "Exploring the potential effects of emoticons" results suggested that emoticons were not just enjoyable to use, but also a valuable addition to communication methods.

Table 5. BLevel of Awareness on the Description and Use of the following SocialMediaIcons as to the Gender

Indicators	Teaching		Nonteaching		Total Mean	Description
	Mean	Description	Mean	Description		
Love it	4.43	Extremely Aware	4.95	Extremely Aware	9.38	Extremely Aware
Smiley	4.63	Extremely Aware	2.73	Somewhat Aware	7.36	Extremely Aware
Cool	3.98	Moderately Aware	0.93	Not all Aware	4.90	Extremely Aware
Laugh	3.53	Moderately Aware	3.91	Moderately Aware	7.44	Extremely Aware
Angry	4.22	Extremely Aware	2.93	Somewhat Aware	7.15	Extremely Aware
Ok Thumbs up	4.70	Extremely Aware	4.10	Moderately Aware	8.80	Extremely Aware
Peace	4.19	Moderately Aware	2.20	Somewhat Aware	6.39	Extremely Aware
Strong	4.24	Extremely Aware	2.57	Somewhat Aware	6.81	Extremely Aware
Not ok,	3.71	Moderately Aware	0.73	Not All Aware	4.43	Extremely

Thumbs down							Aware
Blessed	**4.01**	Moderately Aware	**1.82**	Slightly Aware	**5.83**		Extremely Aware
Applause	**4.51**	Extremely Aware	**1.52**	Slightly Aware	**6.03**		Extremely Aware
Sad	**3.93**	Moderately Aware	**1.28**	Not at All	**5.21**		Extremely Aware
Total	**50.06**		**29.66**		**79.72**		

The table5.B shows the level of awareness on the description and use of the following socialmedia icons as to the gender. The table revealed that the teaching staff is extremely aware on the following social media emoticons the Ok/Thumbs up which has a mean of 4.7, followed by Smiley which has a mean of 4.63 followed Applause which has a mean of 4.51 respectively while the non-teaching staff is extremely aware on the Love It which has a mean of 4.95 and Ok/Thumbs up which has a mean of 4.1 and moderately aware on Laugh emoticon which has a mean of 3.91. Both teaching and non-teaching staff are extremely aware on the following emoticons such as: Love It with a total mean of 9.38 followed by Ok/Thumbs Up which has the total mean of 8.80 and Laugh emoticon which has the total mean of 7.44 respectively.

Table 5. C. Level of Awareness on the Description and Use of the following SocialMediaIcons as to the Age Description

Indicators	Generation Z		Generation Y		Generation X		Baby Boomer		Total	Description
	Mean	Description	Mean	Description	Mean	Description	Mean	Description		
Love it	**4.43**	Extremely Aware	**4.78**	Extremely Aware	**3.20**	Moderately Aware	**0.20**	Not all Aware	**12.61**	Extremely Aware
Smiley	**3.65**	Moderately Aware	**4.93**	Extremely Aware	**3.50**	Moderately Aware	**0.23**	Not all Aware	**12.32**	Extremely Aware
Cool	**1.42**	Not all Aware	**4.27**	Extremely Aware	**3.12**	Somewhat Aware	**0.20**	Not all Aware	**9.00**	Extremely Aware
Laugh	**3.42**	Moderately Aware	**4.32**	Extremely Aware	**3.63**	Moderately Aware	**0.18**	Not all Aware	**11.55**	Extremely Aware
Angry	**3.50**	Moderately Aware	**4.05**	Moderately Aware	**2.52**	Somewhat Aware	**0.13**	Not all Aware	**10.20**	Extremely Aware
Ok Thumbs uo	**4.60**	Extremely Aware	**4.88**	Extremely Aware	**3.97**	Moderately Aware	**0.22**	Not all Aware	**13.66**	Extremely Aware
Peace	**3.47**	Moderately Aware	**4.20**	Moderately Aware	**3.32**	Somewhat Aware	**0.15**	Not all Aware	**11.14**	Extremely Aware
Strong	**1.38**	Not all Aware	**4.22**	Extremely Aware	**3.10**	Somewhat Aware	**0.10**	Not all Aware	**8.80**	Extremely Aware
Not ok, Thumbs down	**1.35**	Not all Aware	**3.96**	Moderately Aware	**2.52**	Somewhat Aware	**0.12**	Not all Aware	**7.94**	Extremely Aware
Blessed	**3.57**	Moderately Aware	**4.07**	Moderately Aware	**2.33**	Somewhat Aware	**0.15**	Not all Aware	**10.12**	Extremely Aware

Applause	**2.55**	Somewhat Aware	**4.31**	Extremely Aware	**3.38**	Somewhat Aware		**0.22**	Not all Aware	**10.46**	Extremely Aware
Sad	**1.45**	Not all Aware	**4.05**	Moderately Aware	**2.90**	Somewhat Aware		**0.15**	Not all Aware	**8.55**	Extremely Aware
Total	**34.79**		**52.02**		**37.48**			**2.05**		**126.34**	

The table 5. C presents the level of awareness on the description and use of the social media icons as to the Age generation. In this table it is revealed that Gen Z is extremely aware on the emoticons like Ok/Thumbs Up which has a mean of 4.60 followed by Love It emoticon which has a mean of 4.43 followed by moderately aware on Smiley emoticon which has a mean of 3.65. In Gen Y it is extremely aware on the following emoticons like Smiley which has a mean of 4.93 followed by Ok/Thumbs Up which has a mean of 4.88 and next is Love It which has a mean of 4.78. It is revealed also that in Gen X is moderately aware on the following emoticons such as Ok/Thumbs Up which has a mean of 3.97 followed by Laugh which has a mean of 3.63 and Smiley which has a mean of 3.50. For the Baby Boomers generation it is revealed that Smiley, Ok/Thumbs Up and Applause are in the top most rank. The table shows that in all the Age

generations the most top rank emoticons are Ok/Thumbs Up which has a total mean of 13.66 followed by Love It that has a total mean of 12.61 and Smiley which has a total mean of 12.32. From the study of Ramos, Domingo M. et.al (2020), it is stated in their study that both generation Z and Millennial are Moderately Aware while generation X are slightly aware and Boomer are no longer aware of the different social media terminologies. This implies that the level of awareness differs from each generation in terms of terminologies from generation X and later generations except millennial generation and onward which causes communication barriers among faculty and non-teaching staff members. The use of social media terminologies should be avoided during interaction across the demographic group to avoid misunderstanding and misinterpretation.

Table 6. Social Media and its Implication among work category member of Kalinga State University, Bulanao Campus

Indicators	1	Mean	2	Mean	3	Mean	4	Mean	5	Mean	Total
1	11	**0.06**	16	**0.19**	51	**0.89**	53	**1.24**	40	**1.17**	**3.56**
2	7	**0.04**	13	**0.15**	33	**0.58**	87	**2.04**	31	**0.91**	**3.71**
3	17	**0.10**	23	**0.27**	29	**0.51**	39	**0.91**	63	**1.84**	**3.63**
4	4	**0.02**	7	**0.08**	22	**0.39**	57	**1.33**	81	**2.37**	**4.19**
5	6	**0.04**	11	**0.13**	25	**0.44**	32	**0.75**	97	**2.84**	**4.19**
Total	**45**	**0.26**	**70**	**0.82**	**160**	**2.81**	**268**	**6.27**	**312**	**9.12**	**19.28**

The table 6presents the social media and its implication. The table revealed that most of the work category strongly favor that social media interactions tighten bonds among employees during and after office hours which has a mean of 2.84. All faculty and non-teaching staff Somewhat Favor that through postings employee earned more friends and sympathy from their co-employee which has a mean of 0.91. On the study of Ramos, Domingo M. et.al (2020) found out that all faculty and non-teaching staff *Somewhat Favor* that social media has a positive effect on their social relationship.

VII.   SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

Summary of Findings

1. Respondent's demographic profile

As been presented above that the demographic profile of the work category according to:

a. Gender - the demographic profile according to Gender it was found out that facebook and messenger were the most commonsocial media platforms use by male and female work category, followed by the google and instagram respectively.

b. Work Category - facebook, messenger and google were the most common active social media platforms use by both teaching and non-teaching staff members.

c. Age Generations - Facebook and messenger were the top most rank active social media platforms use in all age generations.

2. Level of Awareness on the description and Use of the following SocialMedia Platforms

On the level of awareness it is found out that maleswere not aware on the use of most social media platforms and female, has revealed that it is extremely aware on the most active social media platforms. The topmost rank common active social media platforms used by faculty and non-teaching staff members are Facebook and Messenger followed by YouTube and Google+ respectively.All age generations: Gen X, Gen Y, Gen Z and Baby Boomers are extremely aware on like, chat and post social media platforms. This implies that Facebook was the most familiar and commonly utilized for postings and sharing of both pictures and movies purposely intended for collecting social reactions while Messenger was used as communication media both for private and group communications.

3. Level of Awareness on the Description and Use of the following SocialMediaIcons

Both male and female are extremely aware on the use of emoticons especially Smiley which is one way of expressing one's emotion or feeling. Both teaching and non-teaching staff also are extremely aware on the following emoticons which are Love It, Ok/Thumbs up and Laugh. Both generation Z and Millennial are Moderately Aware while generation X are slightly aware and Boomer are no longer aware of the different social media terminologies. This implies that the level of awareness differs from each generation in terms of terminologies from generation Y and later generation X to generation Z but baby boomers are not aware on some of the social media icons.

4. Social Media and its Implication among work category member of Kalinga State University, Bulanao Campus

All Faculty and Non-teaching Staff members had a positive experience in social media interactions that tighten the bonds among employees during and after office hours as reflected by grand mean of 2.84 with a descriptive interpretation of Somewhat Favor.

Conclusion

Based on the findings, most of the Faculty and Non-teaching Staff members are already computer literate and familiarly using social media applications in posting, sharing of pictures and movies while messenger app is mostly used as their medium communication. However, the use of social media terminologies and emoticons should be avoided during interaction across demographic group to avoid misunderstanding and misinterpretation. Social media implications really help tighten the relationship ties among faculty and non-teaching staff members despite their different work places and distances.

Recommendations

Based on the findings and conclusions, the researchers recommend the following:

1. For the Generation Baby Boomers and X to undergo vocabulary update on the common platforms, terminologies, emoticons used in social media.

2. For the Generation Y and Generation X to minimized the use of common social terminology and emoticons when communicating and interacting with other demographic groups to avoid miscommunication and misinterpretation.

3. For male employees, the researchers recommend to update themselves on the common active social media platforms for them to catch up the new trend of technology.

4. Teaching and non-teaching employees, they will be recommended to strongly favor all the interactions in using social media emoticons, platforms and terminologies.

VIII. IMPLEMENTING SCHEDULE/WORK PLAN (DEVELOPMENTAL)

Activities	July	August	September	October	November	December
Request permission to conduct a study	▨					
Printing of survey Questionnaire		▨				
Floating of Questionnaire		▨	▨			
Data Collection and Statistical Treatment			▨	▨		
Analysis and interpretation and finalization					▨	
Submission of the final report and hardbound and e-files in PDF format					▨	▨

Publication/dissemination of results in reputable research journals						

IX.   BUDGETARY REQUIREMENT

ITEM	YEAR				TOTAL
	Q1	Q2	Q3	Q4	

I.   Personal Services (PS)
    A. Honoraria
    B. Salaries and Wages
Sub-Total for PS
					1,000.00
					2,000.00
					3,000.00

II. Maintenance and Other Operating Expenses (MOOE) A. Travelling Expenses B. Communication Expenses C. Supplies and Materials D. Professional Services E. Labor and Wages F. Repair and Maintenance G. Other Maintenance and Operating Expenses Sub-Total for MOOE					5, 000.00 2,000.00 **7,000.00**
III. Machinery and Equipment Outlay (EO) Sub-Total for EO					
TOTAL COST					**10, 000.00**

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SURVEY QUESTIONNAIRE

Dear Work category,

We are conducting a research study entitled **Level of Awareness on Social Media and its Implications among the Employees of Kalinga State University Bulanao Campus**

 Kalinga State of Kalinga University Bulanao Campus, in this regard in order to gather the data for this study we are soliciting your full support and participation to complete the survey questionnaire given to the best of your knowledge. Rest assured that all data gathered will be treated and kept confidential.

Thank you and stay safe.

Researchers

NAME (Optional):_____ Age : _____

Gender: _____

1. What are the common social media applications that you are using?

( ) FACEBOOK   ( ) INSTAGRAM( ) WhatsApp
( ) MESSENGER   ( ) TUMBLER   ( ) Google+
( ) BLOGS   ( )LINKEDIN
( )FLICKR   ( ) YOUTUBE

OTHERS (Pls specifiy)_____

2. What is the level of awareness on the description and use of the following social media terminologies?

1 - Not All Aware   **2** - Slightly Aware   **3** - Somewhat Aware
4- Moderately Aware   **5**- Extremely Aware

Social Media Terminology	Description	Awareness				
		1	**2**	**3**	**4**	**5**
1. AVATAR	A character that represents an online user.					
2. MEME	Memes on social media are funny pieces of text, videos, or images that go viral					
3. ATTACHMENT	A computer file sent along with an **email** message.					
4. BLOG	Second-generation Internet publishing tools that blend features of both traditional **blogging** and **social** networking					
5. CHAT	A web rooms, where people talk online with each other on various topics					
6. FOLLOWER	A user on social media who has subscribed to see your posts in their feed					
7. FRIEND	Are people you interact with on the various **social media** platforms: Twitter, Facebook, Instagram, etc.					
8. GEOFILTER	They are pretty graphics that dress up a Snap					
9. GEOTAG	The process of adding geographical identification metadata to various media such as a geotagged photograph or video, websites, SMS messages, QR Codes or RSS feeds and is a form of geospatial metadata.					

10. HANGOUT	Hangouts Chat helps teams collaborate easily and efficiently					
11. HASHTAG	A way of connecting your posts on social media to other posts on the same subject or trending topic					
12. HEART	Heart symbol characters and love text emoji to your FB Facebook, Instagram, Twitter, Roblox, etc. Small icon can lead to big consequences					
13. INSTAGRAM	A simple, fun & creative way to capture, edit & share photos, videos & messages with friends & family					
14. LIKE	To enjoy or approve of something or someone					
15. LIVE STREAMING	Broadcasting video and sound of an event over the internet					
16. MENTION	A public greeting to a named person					
17. NOTIFICATION	A message that displays outside your app's UI to provide the user with reminders					
18. POST	Online message publishing					
19. SHARE	Broadcasting of web content on a social network to their connections, groups, or specific individuals					
20. SHOUT OUT	Usually refers to when one user shouts out another, typically by "tagging" them					
21. TAG	Tags allow social media users to engage an individual					
22. TRENDING/VIRAL	A subject or event that has a sudden surge in popularity on social media.					
23. TROLL	A process of creating discord on the Internet by starting quarrels or upsetting people by posting inflammatory or off-topic messages in an online community					
24. TWEET	Tweeting is posting short messages for anyone who follows you on Twitter					
25. WALL	A digital signage displayed in Facebook page					

3. What is the level of your awareness on the description and use of the following social media icons?

    1 - Not All Aware   **2** - Slightly Aware   **3** - Somewhat Aware
    4- Moderately Aware   **5** - Extremely Aware

Social Media Terminology	Description	Awareness				
		1	**2**	**3**	**4**	**5**
❤️ 🙂	Love it					
🙂	Smiley					
😎	Cool					
😆	Laugh					
😠	Angry					
👍	Ok, Thumbs up					
✌️	Peace					

💪	Strong					
👎	Not Ok, Thumbs down					
😇	Blessed					
👏	Applause					
😔	Sad					

4. Social Media Practices of Faculty and Non-Staff of Kalinga State University, Bulanao Campus

1- Strongly Oppose   **2**- Somewhat   **3** - Neutral
4- Somewhat Favor   **5** - Strongly Favor

PRACTICES	1	2	3	4	5
Only significant events are posted in my social media wall					
I strictly observed legal and ethical considerations before posting to social media					
I reviewed shared photos, videos before re-sharing and responding with likes, dislike and using other emoticon responses					
I consider others feelings before indicating comments and emotional reactions on others wall or posts					
I used proper text formats and voice tone during conversations to avoid misinterpretation					

5. Social Media and its Implication among work category member of Kalinga State University, Bulanao Campus

1- Strongly Oppose   **2**- Somewhat   **3** - Neutral
4 - Somewhat Favor   **5** - Strongly Favor

INTERACTIONS	1	2	3	4	5
I warmly received co-employees concerns through positive comments, shares, likes and heartfelt emoticons					
Through postings I earned more friends and sympathy from my co-employees					
I gain more respect and recognition through posting, sharing, pictures, videos and responding to other posts					
Through social media postings and interactions all worked related issues and problems are clearly and peacefully settled					
Social media interactions tighten bonds among employees during and after office hours					