

**John B. Lacson Foundation Maritime University-Molo, Inc.  
Iloilo City**

**EXTENT OF CELLPHONE USE: ITS RELATIONSHIP TO THE ACADEMIC  
PERFORMANCE OF THE COLLEGE OF BUSINESS STUDENTS**

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Faculty Members of the College of Business  
John B. Lacson Foundation Maritime University-Molo, Inc.  
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In Partial Fulfillment  
of the Requirements in Research  
(Methods of Research)

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*Abstract*

This descriptive study determined the extent of cellphone use and its relationship to the academic performance of the College of Business students. The participants of this study were the 173 1<sup>st</sup> year to 3<sup>rd</sup> year College of Business students of JBLFMU-Molo, for the academic year 2010-2011, who were identified as cellphone users. The instrument used in this study was a questionnaire-checklist constructed by the researchers and validated by the panel of jury. Descriptive statistics used were mean and standard deviation. Inferential statistics used were *t*-test, one- way ANOVA, and Pearson's *r* for correlation. The results showed that when grouped as a whole, the extent of entertainment use of cellphone of the respondents were to a high extent while in the educational use were to a moderate extent. There is a significant difference in the group of degree program in their entertainment use. The significant difference was between the BST and BSMIT, and BST and BSCA. The BST had the mean of 3.73 which is higher compared to BSMIT and BSCA with the means of 3.00 and 2.98 respectively.