



**JOHN B. LACSON FOUNDATION MARITIME UNIVERSITY
(Molo), Inc.
(formerly Iloilo Maritime Academy)
M.H Del Pilar St. Molo, Iloilo City
COLLEGE OF BUSINESS**



**"SOCIAL MEDIA AND ACADEMIC PERFORMANCE OF THE STUDENTS:
A CORRELATIONAL STUDY"**

**A Research Paper Presented to the
Faculty Members of the College of Business
John B. Lacson Foundation Maritime University-Molo, Inc.
Iloilo City**

**in Partial Fulfillment
of the Requirements in Business Research
(Research Hospitality)**

by

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Abaygar, N.D.A., Bacarat, R.C., Calma, J.A.M., Fernando, A.M.B., Fresco, M.V., Gonzalez, N.C., Labor, C.R.P., Llamado, J. "*Social Media and Academic Performance of the Students: A Correlational Study*". Unpublished Research Paper. John B. Lacson Foundation Maritime University-Molo, Inc., January 2021.

Abstract

Social networking is a way that helps many people feel as though they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students are not being affected by how much time is spent on these sites. The purpose of this study was to determine the Correlation between the Social Media to the Academic Performance of Students. Using the convenient sampling method, the participants of this study were the 130 College of Business Students of John B. Lacson Foundation Maritime University – Molo, Inc. enrolled in the first semester of the Academic Year 2020-2021. The data needed for this study were obtained through the use of a checklist made by the researchers and was validated by experts in the field. The variables were the exposure to the social media and the academic performance. The results revealed that there is a weak positive and significant relationship existed between social media and academic performance among students.