Media Exposure and Quality of Life of Young Adults in Bacolod City

Dorothy V. Pradela[1], Alexandrea Faith P. Castillo[1], Allia Angel Lough P. Zambales[1], and Celo I. Magallanes[1]

[1] College of Arts and Sciences, University of Negros Occidental-Recoletos, Incorporated, Bacolod City, Philippines

ABSTRACT

The COVID-19 pandemic and the transition of physical activities to online increased the public's media dependency. Young adults in this generation are highly exposed to media platforms, including but not limited to entertainment, recent news, and social connectedness. This study aimed to identify the Quality of Life and Media Exposure of Young Adults in Bacolod City. This study combines descriptive, comparative, and correlational quantitative research design to identify the participant's media exposure and the status of their quality of life. The researchers used standardized questionnaires, the Quality of Life Scale from the World Health Organization, and the Content-Based Media Exposure Scale to assess the respondents. A total of 395 young adults responded to the questionnaires. Overall, the results show no relationship between Media Exposure and the Quality of Life of the young adults who reside in Bacolod City. However, there is a correlation between screen time and media exposure. A total of 70.6% responded to having less than 5 hours of media exposure, and only 29.4% responded to using more than 5 hours of media exposure. Therefore, there is an average effect on media exposure when the participants utilize longer screen time. The COVID-19 pandemic highly affected the study results as minimal physical contact was implemented throughout Bacolod City. The researchers recommend that future researchers interested in this topic thoroughly identify specific domains to explain further how these variables affect one another.

Keywords

media exposure, quality of life, young adults, media dependency, MEGYAQOL

INTRODUCTION

The digital world's widespread phenomenon allowed today's generation to explore more convenient entertainment and education through media exposure, affecting their quality of life. Villanti et al. (2017) showed that 90% of US young adults with internet access use social media, illustrating how people expose themselves to various information they encounter using technology. It talks about the submission to, but not limited to, the internet, television, mobile phones, and the like. The exposure is complicated considering the progressively divided media scene and online conditions that made it

possible to present the wide variety of information they can use anytime and anyplace (De Weese, 2014).

The notion of quality of life can be defined as an individual's lifestyle in the context of the social surroundings and the forms of culture they live in and their interdependence in pursuing their interests and desires that suit their mental condition (Moudjahid & Abdarrazak, 2019). On the other hand, every person aims to acquire a healthy quality of life. Pedrosa (2018) quoted Bacolod City Mayor Leonardia, saying that social media usage should be for developmental purposes only; it should not be a platform to destroy. This information clarifies the researchers' main concern, which is to measure if progressive media exposure influences young adults' quality of life in today's generation.

From the beginning of the COVID-19 global pandemic until today, the researchers observed a high increase in individuals' media consumption in society. Also, it is noted that specific media contents were used vigorously as coping strategies. The issuance of social distancing and stay-at-home orders forced people to change their routines from physical-focused to media-focused (Eden et al., 2020). Transitions like this suggest that people now live in their homes' comfort with their needs being handed to them using the internet. However, as this became more evident in society, the advantages and disadvantages arose.

Teng (2011) showed how media exposure became a double-edged sword that led to psychological problems rather than maintaining connections between people. As such, Franchina et al. (2018) explained how exposure to phones and gadgets led to a deliberate ignorance of physical companionship. Lastly, a Philippine research study by Osorio (2019) tackled the effect of increased media consumption because parents were concerned about the hazardous effects of their children's exposure to media.

The researchers addressed the literature gap and asserted that the research study would be distinctive from previous studies. The focus was on young adults aged 20-39, unlike published studies centered on younger age groups. Also, the researchers aimed to find the connection between media exposure and quality of life because only a minority of studies can interconnect the two variables. The researchers believe that the results would concede to various media exposure benefits and help both researchers and readers maximize its positive effect on the quality of life and find ways to cope with the study's possible negative impact. Thus, the researchers gave valuable recommendations, leading to the research output entitled «MEGYAQOL.» All in all, the totality of the information gathered motivated the researchers to see if media exposure affects individuals who are only trying to maintain connections amidst adversity.

Anchoring the research study on the Media Dependency Theory by Ball-Rokeach and DeFleur (1976) supported the researchers' theoretical assumption to determine how the participants' media exposure could affect the four domains of their quality of life. This theory also explains how media exposure can develop the media users' dependency on social systems. This theory focuses on how individuals in a modernized and information-based society depend on various media systems to appease their necessities. (Lin, 2015) The MDT focuses on the numerous conditions that make the mass media acquire the power to rule modern society. Based on their own personal and social goals regarding society's complexity, the connection between the media users and their access to media platforms became more evident. A Singaporean research study by Ho et al. (2014) also cited this theory. The approach was used to examine the variables of the study by applying the discussion made by MDT. The study was focused on the topic of green buying and how other studies, including media dependency, were associated. The results showed that, specifically, traditional media attention and interpersonal communication

mitigated the impact of media dependency on green-buying behavior.

Twenge and Farley (2020) aimed to study a different scope from previous research by studying separately for boys and girls ages 13-15 years old and the different classifications of screen activities (social media, Internet, gaming, and television) mental health indicators. The results showed that girls had higher links between screen use and mental health indicators than boys. It also showed that the hours spent on social media and the internet were found to be more significantly linked to self-harm, depressive symptoms, low life satisfaction, and low self-esteem than hours spent on electronic games or watching television. Hence, among teen girls, social media and internet use are the most closely linked to mental health problems; it was also found that not all screen time is affected equally.

In addition, Asmawil (2017) mentioned in the study about the local people of Lamitan City in Basilan Province that six life domains influence the local people's quality of life. The six domains are health, family life, education, residence, family budget, and neighborhood. These domains affect the view of the people towards the city. To improve quality of life, the researchers considered people's life domains and health to be the most crucial aspect to ponder. The result implied that a life-oriented approach is a practical approach to capturing the local city's quality of life. Thus, quality of life positively impacts Filipinos' family orientation.

Tandon et al. (2020) conducted a study about sleep that stated the gap in various research done on the problem of sleep caused by the overuse of social media. Other studies focused on adolescents; hence, studies concerning young adults are few. The study focused on investigating the Fear-Of-Missing-Out (FOMO) connection, psychological well-being such as anxiety and depression, compulsive social media use (CSMU), and sleep hygiene in adults with sleep problems in both academic and professional environments. The study also aimed to measure social media's impact on students and working adults. Results led to the subsequent conclusions, such as psychological well-being impacts CSMU with simultaneous effects on sleep habits and the connection between FOMOs. Proponents theorized that problematic sleep and poor sleep hygiene are positively linked to CSMU. However, the results showed that CSMU was constructively correlated with sleep hygiene for working professionals but not as strongly as students' results. Also, problematic sleep was not connected to CSMU, and FOMO was not immediately related to poor social media hygiene. Finally, both sides were involved in CSMU's psychological well-being and FOMO.

Binge-watching is a cause of the neglect of duties and social problems, as stated by Steins-Loeber et al. (2020). The study aimed to determine the association between impulsivity and depressive symptoms. The result showed that the two variables are independent, thus having different binge-watching significance. Impulsivity is related to the person's decision to binge-watch. It influences a person's choice of whether to binge-watch or not. Impulsivity also relates to losing control over the mind, not thinking it over, not considering being unproductive, and considering that it is a problematic personal trait that adversely links numerous problematic behavioral patterns. Another variable is depressive symptoms. The effect of excessive binge-watching, as said in the paper's result, is the neglect of duties due to the person suffering from depressive symptoms. Many studies found that rates of depression are higher for binge-watchers than for non-binge-watchers. Findings indicate that as depressive symptoms become more severe for binge-watchers, binge-watching can diversify from stressful thoughts and emotions, leading to a lack of responsibilities and social problems.

A recent study by Kocabıyık (2021) concluded that

young adults ages 20-25 present reasons for using social media, which are «gathering knowledge,» «communicating and socializing,» and «having fun.» Young adults were eager to be informed about the on-time news through social media. In response to the increase in internet and social media use, people sought to learn more about COVID-19. According to findings, more than 90% of participants in the survey got their COVID-19 information from the internet and social media. It was pointed out that another result in the study was about the factors that caused the effects of using social media during the pandemic. The positive impact it made was people's solidarity, and it greatly impacted how people were informed of the help needed in different areas. Social support was also mentioned as one of the positive effects social made during the pandemic. There are adverse effects to using social media, one of which is the social comparison. The more time people spend on social networking sites (Facebook, Twitter, etc.), the more likely they notice the contrast. It would enhance the likelihood of having negative emotions because of these activities. Lastly, it was found that social media has been people's way of coping with the negative happenings today, leading to changes in habits in using social media. As a result, it was stressed that media consumption might rise when self-control fails.

As explained by the study of Paulus et al. (2018), the development of adolescents' brains is influenced by many factors, such as watching TV or videos, playing video games, or using social media, which has become a popular leisure activity among children and teenagers. This activity is called Screen Media Activity (SMA), and though its impact is evident, its effect on the brain structure remains unknown. The researchers conducted a study to link the organized patterns of structural change to participants' particular behaviors to test the idea. Simultaneously, the researchers developed a data set to analyze variables using the first cross-sectional data released from the Adolescents Brain Cognitive Development (ABCD). The Group Factor Analysis evaluated the research study factors, thus studying the results and showing evidence that SMAs create mixed consequences on the participants' psychopathology and cognitive performance depending on the individual differences.

According to Garett et al. (2018), university students' sleep quality has dropped, especially for freshmen students. This phenomenon is affecting the health of the students. Therefore, a study was conducted to determine the relationship between social media and sleep quality among freshmen students. Twitter is the leading social media platform used to determine the factor of declining sleep quality. The researcher tracked 197 first-year students for this study based on the self-report quality of sleep to the time of the tweet. It was indicated that inferior sleep quality was associated with posting shorter tweets during weekdays late at night from 2:00 A.M. – 6:00 A.M. The better quality of sleep was connected to evening time from 7:00 P.M.- 2:00 A.M. with longer tweets. Also, the level of sleep recorded by freshmen declined as they shared fear-related tweets.

Another study was also made about the television industry's continuous changes that presented various challenges in monitoring its active audiences. Vázquez-Herrero et al. (2019) analyzed this issue and came up with solutions that could benefit the media. The researchers classified the official media platforms that surfaced in the transmedia universe, highlighting Facebook, Instagram, YouTube, and Twitter as the top media platforms in today's generation. The emergence of online movie-streaming platforms, such as Netflix, HBO, and the like, altered traditional television networks. The study emphasized that the main issue is that the top consumers, the youth, preferred online media platforms rather than conventional TV. The treatment of the case in the research was unsuccessful. However, it showed a connection between the media consumers' disinterest in television and the increased

activity on each online media platform.

Due to the current global pandemic that forces people to remain in their houses, there is a high increase in media exposure. This study will focus on the effect of media exposure on the quality of life of 384 participants aged 20-39 years old and residents of Bacolod City. The participants were equally divided into their specific sex groups, male and female, to obtain comparable data. This research was conducted in March 2021. Data was collected using standardized data-gathering instruments via Google Forms. This study provided baseline data to answer the problems and prove the hypotheses addressed above.

This study may help young adults know how media exposure may or may not affect their quality of life. It may allow them to use this information to improve their media habits and increase productivity. This study may benefit the whole household because it may raise awareness of the possible effects of media exposure on their quality of life and the people they live with. It may allow them to figure out creative ways to cope with their everyday routine with limitations to media use. This study may benefit teachers because it may allow them to be aware of improving their screen time habits and help them educate their students on how to efficiently use media to their advantage since education is currently pursued through online learning due to the COVID-19 Pandemic. The study may benefit the school administrators because of the awareness and new information taken out of this study. It may also help develop new strategies to enhance workers' quality of life and, at the same time, their work productivity. This study may inspire future researchers to conduct a similar survey that may explore other variables not covered by the research or replicate the investigation to another group of participants in different contexts to validate or refute the study's findings.

METHODOLOGY

This study is a mixture of descriptive, comparative, and correlational quantitative research about young adults' media exposure and quality of life in Bacolod City. The researchers used these research designs to describe the identified variables' status.

The researchers identified the total population of young adults in Bacolod City by adding the age groups of 20 to 39, which was 183,190 individuals, according to the PhilAtlas (n.d.). They used the online Raosoft app to determine the sample size of the population.

The researchers used a purposive sampling method in acquiring the needed participants in their study. Purposive sampling can be highly effective when getting a specific sample rapidly, and proportionality is not a primary focus (Trochim, n.d.). The researchers chose this sampling method to ensure that participants meet the inclusion criteria based on the study's variables.

The sample population of the participants of the study representing the young adults of Bacolod City is 384 individuals, but the researchers were able to get a total of 395 responses. The participants all fit the criteria set by the researchers in terms of the variables needed to gather the data for the research study.

Validated and reliable data-gathering tools or procedures were employed to gather the research data and measure the quality of life. The researchers used the World Health Organization Quality of Life Scale, while the researchers used the Content Media Exposure Scale for media exposure. The Content Media Exposure Scale questionnaire includes 17 items that assess exposure to antisocial (8 items) and neutral (9 items) media content. The participants were requested to circle one number that describes how often they watch content on streaming platforms.

To measure the quality of life, the researchers used the World Health Organization's standardized scale. The questionnaire includes basic personal questions,

such as the sex of the respondents, date of birth, education perceived, marital status, and health status. Instructions are given in the survey questionnaires on answering the different questions given. After the survey questions, the participants were asked to confirm if someone had helped them fill out the form provided. They were also asked to state the amount of time they consumed to answer the form. The respondents were asked to recall their quality of life for the past two weeks. The researchers decided to use Google Forms for data collection.

The research instruments used by the researchers were standardized scales. The instruments were made and validated by experts in the field. Permission was also given as it is in the public domain. To determine the reliability of the questionnaires, the researchers adopted the interrater method. The questionnaires were administered to 30 random individuals who were not part of the researchers' participants. The test results were recorded and solved using Cronbach's alpha of 0.882, which means the test questionnaires are reliable and ready for data-gathering.

The approval of the Dean of the College of Arts and Sciences and the Department Head of the Psychology Program of the Private Institution was obtained before the study was conducted. Then, the researchers identified the total number of young adults aged 20-39 residing in Bacolod City. After determining the participants' population, the researchers used an online application, Raosoft, as suggested by their research instructor, to get the sample size of the population. Upon determining the number of participants needed to make their study valid and reliable, the researchers transcribed the standardized test questionnaires into Google Forms format. A briefing of the participants was conducted, and the researchers gathered signed informed consent forms before starting their data-gathering process. The researchers sought help from affiliated individuals to spread the Google forms to various social media

applications to reach the number of qualified participants needed for the research study. The link to the Google Forms survey questionnaires was sent to participants through social media and email. The researchers utilized the Google Forms spreadsheet to monitor the number of responses. A social media post has been constantly shared among platforms like Facebook and Messenger to encourage other young adults to answer the researcher's questionnaire until the minimum number of responses was reached. After the data was gathered, the researchers started transcribing the responses to the legends given by the statistician. Then, the researchers gave the transcribed data to the statistician to begin the process of solving for the results.

Descriptive, comparative, and correlational analyses were utilized to analyze data using appropriate statistical tools. Descriptive analysis was used to determine the level of media exposure and quality of life of young adults in Bacolod City in terms of physical health, psychological impact, social relationships, and the environment when the participants were taken as a whole and when grouped according to age, sex, screen time exposure, and media preference.

To attain an accurate interpretation, the researchers used comparative analysis to identify a significant difference in the degree of media exposure and a significant difference in the quality of life among participants when grouped according to age, sex, screen time exposure, and media preference.

Correlational analysis was used to evaluate a significant relationship between media exposure and the quality of life of the study's participants.

Mann Whitney U Test was used to determine whether there is a significant difference in the degree of media exposure and level of quality of life in terms of the four domains when participants are grouped according to sex and daily screen time. When the participants were grouped according to media platform and age, the Kruskal Wallis Test was used.

Spearman Rank Correlation was used to identify a significant relationship between the degree of media exposure and the level of quality of life.

To address this study's ethical considerations, the researchers secured the informed consent forms from the participants aged 20-39 years old that signify their voluntary participation in the research study.

RESULTS, DISCUSSION, AND IMPLICATIONS

The results then showed that the participants' preferred media platforms when ranked are Facebook, followed by YouTube, Netflix, and other media platforms respectively. Moghavvemi et al. (2017) supported these results saying that students are more prone to be addicted to using Facebook and YouTube amidst their studies and social lives. All are interpreted as average, meaning the participants have occasional exposure to media content.

The results indicated that the participants who spent more than 5 hours exposed to media content and participants who spent less than 5 hours exposed to media content both have an Average content media exposure. This means that both groups of participants have occasional exposure to media content. This contradicts Dutta et al. (2020) results that the screen exposure of Indian school children during the pre-COVID pandemic increased when the lockdown started because of COVID-19.

The study of O'Grady (2019) also supported the researchers' result, which claimed that women use social media more than men. It is in line with the results of this study, where the female participants have higher content media exposure compared to the content media exposure score of male participants. Both are interpreted as average content media exposure, indicating that the participants have occasional exposure to media content.

All were identified as an average media content exposure, which is interpreted as occasional exposure to media content. Perrin's (2015) study found that 90% of American young adults ages 18-29 years old use social media more often than older adults. The level of content media exposure has an average interpretation in all given variables set by the researchers.

In terms of the domains of physical, environmental, social relationships, and quality of life, 20-24-year-old participants' scores are interpreted as High. In the Psychological Domain, the participants' score is interpreted as Average. All these results indicated that the participants aged 20-24 showed a satisfactory level in dealing with most domains except for one domain. The participants only showed a standard level in dealing with the psychological domain.

In the domains of physical, psychological, environmental, social relationships, and quality of life, the scores of participants aged 25-29 years old are interpreted as High. These results indicated that the participants aged 25-29 showed a satisfactory level of dealing with the domains.

In the domains of physical, psychological, social relationships, and quality of life, the scores of 30-34-year-old participants are interpreted as High. While, in the environment domain, the participant's score is interpreted as Average, Waring et al. (2015) showed how women ranging from 30-34 years old are most likely to be influenced by social media technology and have let it affect their weight loss journey by realizing the benefits which include convenience, support/accountability, participation, efficacy, technological hurdles, and privacy. All these results indicated that the participants aged 30-34 showed a satisfactory level in dealing with the following domains except for one domain, which indicated that the participants only showed a standard level in dealing with the environment domain.

In the domains of physical, psychological, environmental, social relationships, and quality of life, 35-39-year-old scores are interpreted as High.

These results indicated that the participants aged 35-39 showed a satisfactory level in dealing with the following domains.

In the domains of physical and social relationships and quality of life, the female participants' scores are interpreted as High, while in the psychological and environmental domains, the participants' scores are interpreted as Average. The study of Sabik et al. (2020) suggests that women whose self-worth depends on social media feedback have a higher risk of having poorer psychological well-being. The following results indicated that the female participants showed a satisfactory level in dealing with the following domains except for two domains, which indicated that the female participants only showed a standard level in dealing with psychological and environmental domains.

In the domains of physical, psychological, environmental, social relationships, and quality of life, the male participants' scores are interpreted as High. The following results indicated that the male participants showed a satisfactory level in dealing with the following domains.

The domains of physical, psychological, environmental, social relationships, and quality of life scores are interpreted as High. These interpretations indicated how the participants experience a significant quality of life.

In the domains of physical, psychological, social relationships, and quality of life, the Facebook scores are interpreted as High, while the environment domain showed a score interpreted as Average. Primack et al. (2017) study results said that the average daily time spent on a smartphone is 8.34 hours, and 2.76 hours spent on Facebook. The result said that using both has no significant influence on leisure time management and college adjustment. The following results indicated that the participants who used Facebook as a media platform showed a satisfactory level in dealing with the following domains, except for one

where the participants only showed a standard level in dealing with the environment domain.

The following media platform is YouTube in the domains of physical, psychological, environmental, social relationships, and quality of life, all showing scores that are interpreted as High. The following results indicated that the participants who used YouTube as a media platform showed a satisfactory level in dealing with the following domains.

Another platform is Netflix. The domains of physical health, psychological impact, environment, social relationships, and quality of life as a whole showed scores that are interpreted as High. The following results indicated that the participants who used Netflix as a media platform showed a satisfactory level in dealing with the following domains.

Other media platforms showed that the domains of physical health, psychological impact, environment, social relationships, and quality of life as a whole showed scores that are interpreted as High. The following results indicated that the participants who used other media platforms showed a satisfactory level in dealing with the following domains.

In the daily screen time of fewer than 5 hours, the domains of physical health, psychological impact, environment, social relationships, and quality of life as a whole showed scores that are interpreted as High. The following results indicated that the participants exposed to less than 5 hours of daily screen time showed a satisfactory level of dealing with the following domains.

The daily screen time of more than 5 hours of physical health domain score is interpreted as High; Milushkina et al. (2019) concluded that regular and prolonged use of electronic devices could significantly interfere with the average physical growth and youth development, which increases their risk of excessive body weight. The psychological impact domain score is interpreted as Average. The study by Carinio et al. (2018) presented that the more

Filipinos use social media, the longer they expose themselves to their body images, which does not directly affect their self-esteem. At the same time, the participants' environment, social relationships domains, and quality of life showed scores that were interpreted as High. The following results indicated that the participants exposed to more than 5 hours of daily screen time showed a satisfactory level in dealing with the following domains, except for one where the participants only showed a standard level in dealing with the environment domain.

The domains of physical health, psychological impact, environment, social relationships, and quality of life as a whole showed scores that are interpreted as High, whereas this is contradictory to the study of Sujarwoto et al. (2019) that shows how social media use results to the adverse mental health of the individual in their study. These interpretations indicated how the participants experience a significant quality of life.

There is no significant difference in the level of content media exposure when grouped according to sex. However, there is a significant difference in the level of content media exposure when grouped according to daily screen time. Ngantcha et al. (2018) supported this result by indicating that more than 2 hours spent in front of each of those three media was linked to worse life satisfaction, decreased physical exercise, aggressive school bullying, and grade repeat.

There is no significant difference in the level of content media exposure when grouped according to age and preferred media platform. Twenge and Farley (2020) stated in their study that among teen girls, social media and internet use are the most closely linked to mental health problems.

There is no significant difference in the level of quality of life when grouped according to sex. However, there is a significant difference in the level of quality of life when grouped according to daily screen time. The study by Sanders et al. (2019) confirmed that the more you spend time on media, the lower the quality of life by pointing out negative results connected to long screen time and passive actions.

There is a significant difference in the level of quality of life when grouped according to age. However, there is no significant difference in the level of quality of life when grouped according to preferred media platforms. According to O'Keeffe and Clarke-Pearson (2011), the significant risk for preadolescents and adolescents is the improper use of technology. The study results showed that at least 20% of teens share too much information with other people online, resulting in numerous adolescents' manipulations, taking a toll on their mental health.

There is no significant relationship between the participants' quality of life and content media exposure. Perloff (2014) presented that social media platforms are not the problem.

The findings suggested that rather than discouraging people from using the media, they should be encouraged to do so. Contrary to popular belief, exposure to social media sites does not always result in a poor quality of life.

CONCLUSION AND RECOMMENDATIONS

The survey results show that the quality of life and media exposure of young adults in Bacolod City are at an average level. The researchers found a significant difference in the degree of media exposure to daily screen time and a significant difference between the level of quality of life when grouped according to age and daily screen time. It shows that the longer the screen time, the higher the media exposure. Overall, more than 5 hours of media use slightly affects one's quality of life, especially in ages 20-24 and 35-35. Like the past studies, higher screen exposure in adolescents shows an elevated hazard of psychological distress and directly relates to screen exposure and life quality.

The researchers concluded that their survey results were not as predicted the first time. However, they could accept the hypotheses they formulated in the first chapter. Thus collecting valuable data that can contribute to the future of research innovation involving media exposure and the quality of life of individuals in society.

In connection to proving that there is no significant relationship among the variables, the researchers were able to formulate these recommendations based on the results of this study to the following:

Despite the results that indicate that high media exposure has no adverse effect on the quality of life of young adults, the researchers still recommend that young adults monitor and lessen their screen time by using less than 5 hours of daily screen usage. Young adults should evaluate what they expose themselves to using their media platforms because the media content they are exposed to is a significant factor that might cause a slight negative psychological effect. Also the researchers recommend that the family members of the young adults should focus on fostering a positive environment inside the household that encourages each member to be sensitive and vigilant on social media platforms. It is also best to explore ways to use social media that will be beneficial and less toxic, as these public platforms' primary purpose is to connect to the public.

Furthermore, the researchers recommends lessening the use of media platforms in academic activities as this most likely distracts students and prevents them from learning. Making videos or conducting synchronous lectures is recommended for an interactive learning experience rather than just watching videos of content media creators. Also, the researchers recommend that the school administrators conduct webinars or talks related to the effects of media exposure and allow their subordinates to relay the imparted knowledge to the students, primarily because the leading platforms used since the pandemic started revolved around social media and the internet.

Moreover, the researchers also recommended that future researchers tackle a similar research study that may widen their scope of participants geographically and explore other age ranges, possibly comparing the effects of the variable on younger age ranges and its effects on the older age ranges. Lastly, the researchers recommended that future researchers make self-made questionnaires that can aid them in measuring specific areas of other domains of quality of life that were not included in the current research study. Overall, this experience has been a learning progress for the researchers, and they have discovered how revolutionizing information would affect the present and future society.

REFERENCES

Asmawil, M. (2017). *Assessing quality of life of people living in local city through life-oriented approach: a case study of Lamitan city, Basilan province, Philippines.* [Master Thesis, Hiroshima University]. DOI:10.13140/RG.2.2.31922.71362

Ball-Rokeach, S., & DeFleur, M. (1976). A dependency model of mass-media effects. *Communication Research*, *3*(1), 3–21. https://doi.org/10.1177/009365027600300101

Carinio, X., Mondelo, R. V., Tobongbanua, L. K., & Polancos, J. G. (2018). Social media and self-esteem of filipino college students as mediated by body image. *11th International Scholars Conference*, *6*(1), 72. https://doi.org/10.35974/isc.v6i1.1345

DeWeese, K. L. (2014). *Screen time: How much is too much? The social and emotional costs of technology on the adolescent brain.* [Master of Science in Education dissertation, Dominican University of California]. https://eric.ed.gov/?id=ED546474

Dutta, K., Mukherjee, R., Sen, D., & Sahu, S. (2020).

Effect of COVID-19 lockdown on sleep behavior and screen exposure time: an observational study among Indian school children. *Biological Rhythm Research*, *53*(4), 628–639. https://doi.org/10.1080/09291016.2020.1825284

Eden, A. L., Johnson, B. K., Reinecke, L., & Grady, S. M. (2020). Media for coping during covid-19 social distancing: stress, anxiety, and psychological well-being. *Frontiers in Psychology*, *11*. https://doi.org/10.3389/fpsyg.2020.577639

Franchina, V., Vanden Abeele, M., Van Rooij, A. J., Lo Coco, G., & De Marez, L. (2018). Fear of missing out as a predictor of problematic social media use and phubbing behavior among flemish adolescents. *International Journal of Environmental Research and Public Health, 15*(10), 2319. https://doi.org/10.3390/ijerph15102319

Garett, R., Liu, S., & Young, S. D. (2016). The relationship between social media use and sleep quality among undergraduate students. *Information, Communication & Society*, *21*(2), 163–173. https://doi.org/10.1080/1369118X.2016.1266374

Ho, S. S., Liao, Y., & Rosenthal, S. (2014). Applying the Theory of Planned Behavior and Media Dependency Theory: Predictors of Public Pro-environmental Behavioral Intentions in Singapore. *Environmental Communication*, *9*(1), 77–99. https://doi.org/10.1080/17524032.2014.932819

Kocabıyık, O. O. (2021). Social media usage experiences of young adults during the covid 19 pandemic through social cognitive approach to uses and gratifications. *International Journal of Technology in Education and Science*, *5*(3), 447–462. https://doi.org/10.46328/ijtes.226

Lin, Y. (2015, December 17). Media dependency theory. *Encyclopedia Britannica*. https://www.britannica.com/topic/media-dependency-theory

Milushkina, O., Skoblina, N., Markelova, S., Tatarinchik, A., Melikhova, E., Libina, I., & Popov, M. (2019). The impact of electronic devices on the physical growth and development of modern youth and recommendations on their safe use. *Bulletin of Russian State Medical University*, *4*, 83–89. https://doi.org/10.24075/brsmu.2019.046

Moghavvemi, S., Sulaiman, A. B., Jaafar, N. I. B., & Kasem, N. (2017). *Facebook and YouTube addiction: the usage pattern of Malaysian students* [Conference presentation]. 2017 International Conference on Research and Innovation in Information Systems (ICRIIS), Langkawi, Malaysia. https://doi.org/10.1109/ICRIIS.2017.8002516

Moudjahid, A., & Abdarrazak, B. (2019). Psychology of quality of life and its relation to psychology. *International Journal of Inspiration & Resilience Economy 2019, 3*(2), 58–63. http://article.sapub.org/10.5923.j.ijire.20190302.04.html

Ngantcha, M., Janssen, E., Godeau, E., Ehlinger, V., Le-Nezet, O., Beck, F., & Spilka, S. (2018). Revisiting Factors Associated with Screen Time Media Use: A Structural Study among School-Aged Adolescents. *Journal of Physical Activity and Health*, *15*(6), 448–456. https://doi.org/10.1123/jpah.2017-0272

O'Grady, E. (2019). *Social Media: A Qualitative Research Study Undertaken to Understand the Effects of Social Media on Mental Health, Society Today* (Undergraduate thesis, Dublin, National College of Ireland). https://norma.ncirl.ie/id/eprint/3882

O'Keeffe, G. S., & Clarke-Pearson, K. (2011). The impact of social media on children, adolescents, and families. *PEDIATRICS*, *127*(4), 800–804. https://doi.org/10.1542/peds.2011-0054

Osorio, B. R. (2019). *How the Filipino child consumes media.* Business Mirror. https://businessmirror.com.ph/2019/04/14/how-the-filipino-child-consumes-media/?fbclid=IwAR1GYigSaWFdHroZ8tVAL1fPSwoLxXqDt_yDMW2WyUxSridPbl3LwiUUs8w

Paulus, M. P., Squeglia, L. M., Bagot, K., Jacobus, J., Kuplicki, R., Breslin, F. J., Bodurka, J., Morris, A. S.,

Thompson, W. K., Bartsch, H., & Tapert, S. F. (2018). Screen media activity and brain structure in youth: Evidence for diverse structural correlation networks from the ABCD study. *NeuroImage*, *185*, 140–153. https://doi.org/10.1016/j.neuroimage.2018.10.040

Pedrosa, M. A. (2018, July 25). 'Use social media accounts for developmental purposes.' *Sunstar.* https://www.sunstar.com.ph/bacolod/local-news/use-social-media-accounts-for-developmental-purposes

Perloff, R. M. (2014). Social media effects on young women's body image concerns: theoretical perspectives and an agenda for research. *Sex Roles*, *71*(11–12), 363–377. https://doi.org/10.1007/s11199-014-0384-6

Perrin, A. (2015, October 8). *Social Media Usage: 2005-2015.* Pew Research Center. https://www.pewresearch.org/internet/2015/10/08/social-networking-usage-2005-2015/

PhilAtlas. (n.d.). *Bacolod City Profile.* PhilAtlas. https://www.philatlas.com/visayas/r06/bacolod.html

Primack, B. A., Shensa, A., Sidani, J. E., Whaite, E. O., Lin, L. Y., Rosen, D., Colditz, J. B., Radovic, A., & Miller, E. (2017). Social media use and perceived social isolation among young adults in the U.S. *American Journal of Preventive Medicine*, *53*(1), 1–8. https://doi.org/10.1016/j.amepre.2017.01.010

Sabik, N. J., Falat, J., & Magagnos, J. (2019). When self-worth depends on social media feedback: associations with psychological well-being. *Sex Roles*, *82*, 411–421. https://doi.org/10.1007/s11199-019-01062-8

Sanders, T., Parker, P. D., Del Pozo-Cruz, B., Noetel, M., & Lonsdale, C. (2019). Type of screen time moderates effects on outcomes in 4013 children: evidence from the Longitudinal Study of Australian Children. *International Journal of Behavioral Nutrition and Physical Activity*, *16*(1). https://doi.org/10.1186/s12966-019-0881-7

Steins-Loeber, S., Reiter, T., Averbeck, H., Harbarth, L., & Brand, M. (2020). Binge-watching behavior: The role of impulsivity and depressive symptoms. *European Addiction Research*, *26*(3), 141–150. https://doi.org/10.1159/000506307

Sujarwoto, S., Tampubolon, G., & Pierewan, A. C. (2019). A tool to help or harm? Online social media use and adult mental health in Indonesia. *International Journal of Mental Health and Addiction*, *17*(4), 1076–1093. https://doi.org/10.1007/s11469-019-00069-2

Tandon, A., Kaur, P., Dhir, A., & Mäntymäki, M. (2020). Sleepless due to social media? Investigating problematic sleep due to social media and social media sleep hygiene. *Computers in Human Behavior*, *113*, Article 106487. https://doi.org/10.1016/j.chb.2020.106487

Teng, X. (2011). Psychological impact of internet on college students and analysis of college students' current network using. *2011 International Conference on Control, Automation and Systems Engineering (CASE),* 1–3. https://doi.org/10.1109/ICCASE.2011.5997738

Trochim, W. M. (n.d.). Nonprobability Sampling. *Conjointly.* https://conjointly.com/kb/nonprobability-sampling/.

Twenge, J. M., & Farley, E. (2020). Not all screen time is created equal: associations with mental health vary by activity and gender. *Social Psychiatry and Psychiatric Epidemiology*, *56*(2), 207–217. https://doi.org/10.1007/s00127-020-01906-9

Vázquez-Herrero, J., González-Neira, A., & Quintas-Froufe, N. (2019). Active audience in transmedia fiction: Platforms, interactivity, and measurement. *Revista Latina De Comunicación Social,* 74, 73-93. https://nuevaepoca.revistalatinacs.org/index.php/revista/article/download/263/239/1048

Villanti, A. C., Johnson, A. L., Ilakkuvan, V., Jacobs, M. A., Graham, A. L., & Rath, J. M. (2017). Social media use and access to digital technology in US young

adults in 2016. *Journal of Medical Internet Research*, *19*(6), Article e196. https://doi.org/10.2196/jmir.7303

Waring, M. E., Schneider, K. L., Appelhans, B. M., Simas, T. a. M., Xiao, R. S., Whited, M. C., Busch, A. M., Evans, M. M., & Pagoto, S. L. (2015). Interest in a Twitter-delivered weight loss program among women of childbearing age. *Translational Behavioral Medicine*, *6*(2), 277–284. https://doi.org/10.1007/s13142-015-0382-4