"UTILIZATION of SOCIAL MEDIA in AMPLIFYING LEARNERS' ENGAGEMENT in UNDERSTANDING CULTURE, SOCIETY AND POLITICS"

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ABSTRACT

This action research aims to investigate the effectiveness of Utilizing Social Media platforms as a tool to enhance learners' engagement in Understanding Culture, Society, and Politics. The study will explore the potential of social media in fostering active participation, collaboration, and critical thinking among learners.

The research will be conducted in a classroom setting, involving a diverse group of students. Data will be collected through surveys, and observations to evaluate the impact of social media on learners' engagement and their understanding of the subject matter.

The findings of this research will contribute to the development of strategies for leveraging social media as an educational tool to enhance learners' engagement in various academic disciplines.

Keywords: *Social Media, Social network tools, Web-based learning, Teaching Strategies using social media.*

INTRODUCTION

In recent years, social media platforms have gained significant popularity and have become an integral part of our daily lives. These platforms offer a unique opportunity to connect, communicate, and share information with a large audience. Recognizing the potential of social media in the educational context, this action research aims to explore how social media can be effectively utilized to amplify

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learners' engagement in Understanding Culture, Society, and Politics. This was followed by the issuance of DO 1, s. 2007 Strengthening the Information Communication Technology (ICT) Governance of the Department of Education. The revolution has touched all aspects of life, as it contributed to a state of rapprochement and communication, and the elimination of geographical boundaries, class, and ethnic differences. This led to the mixing of cultures, as well as the daily follow-up of events taking place on the world stage.

Because of the issuance of DepEd Order, Binan City Senior High School-San Antonio Campus has started the utilization of social media in amplifying learners' engagement. It has been administered in the subjects such as Understanding Culture, Society and Politics. So far, the utilization of social media in amplifying learners' engagement has been considered smooth as per the feedback of the teachers and learners.

By using social media in education, students can get more useful information, to connect with learning groups and other educational systems that make education convenient (Ainin S., Naqshbandi M. M., Sedigheh M., Noor Ismawati J. 2018.) Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, you can incorporate social media plugins that enable sharing and interaction. Students can benefit from online tutorials and resources that are shared through social networks and LMS's.

The rapid development of information and communication technologies has sparked the creative incorporation of social media into current pedagogical applications and processes. Social media includes a variety of web-based tools and services that are designed to promote community development through collaboration and information sharing (Kristen Tarantino, 2018).

Social media encompass web-based programs and user-generated content that allow people to communicate and collaborate via mobile phones, computers, and other communication technologies. Unlike other media linked to a particular technology, social media are a phenomenon associated with a set of tools, practices, and ideologies for connecting and collaborating. Social media blur distinctions between one-to-many and face-to-face communication. They allow individuals and groups to connect across boundaries of space and time, both synchronously and asynchronously. (Sandel, T. L., & Ju, B.,2019).

It is undeniable that the internet and technological advances have paved the way that one can learn and teach a new language. As technology has developed and social media has attracted attention, teachers have been given more opportunities to utilize technology to enhance teaching a foreign language. In recent years, there has been a general positive inclination toward technology-based education since it is time-saving and much more interactive (H Wang, 2022).

The landscape of political communication is undergoing fundamental change due to structural shifts in late modern societies and the widespread adoption of new digital communication technologies. These changes create new opportunities for young citizens to interact with information and organize action (Bennett, L., Freelon, D. G., Hussain, M., & Wells, C. 2018).

Web-based learning has made learning content much more freely and instantaneously available to students who can download course notes and readings with a single mouse click. Facebook is one of many Webs 2.0 tools–wikis, delicious, YouTube, podcasts–that are listed as having potential applications for teaching and learning. Moreover, it has been argued that the current generation of youth, often described as Net Genres or Digital Natives, may be resistant to traditional methods of teaching and learning (Bosch T. 2019).

Social media helps each and every member of society to keep connected with each other and make new friends from any corner of the world. People also use different networking sites to get the daily news updates and current social media in place for all activities such as- people use it for

communication, promote business, advertising, product campaign, getting news updates, share an opinion, blogging, music sharing etc. Social media has so many positive sides that change people's lives positively (Kaplan A., Haenlein M. 2019).

The emergence of the digital age to information and communication technology has changed the new paradigm of the method in spreading information. The utilization of social media platforms has helped in the educational process. Social media is equipped with some tools for publishing multimedia content in a variety of formats including pictures, video, text, and audio. This circumstance enables interactions across platforms or services through sharing links by participants who involves in different levels of vast quantities engagement freely and easily in responding and republishing of information. (SYT Effendi, 2019).

The results of this action research indicate that social media enables maximum student engagement in the class discussion. The use of social media in teaching and learning process such as learning activities like video presentation of promoting culture, and e-games pertaining to different law and rights. Recommendations based on the results of the investigation include the continuous use of learning activities, and the continuous implementation of utilizing such kind of intervention in the school, thus, helping students become more active (Mary Ann Daiz, 2019).

METHODOLOGY

The procedure for data collection were summarized below:

Phase I. Preparation Stage. Preparation and consultative meetings of the research team on the agenda as well as objectives of the study. Crafting of all different tools and instruments to be utilized in the study. Checking and validation of the instruments.

Phase II. Data Gathering Stage. The respondents were given questionnaires containing 20 questions using the Likert Scale. This study also used the Mean, Percentage, and Score formula. Online surveys: Surveys will be conducted to gather quantitative data on learners' perceptions and experiences regarding the utilization of social media in their learning process.

Phase III. Data Analysis Stage. The gathered data will be analyzed using appropriate statistical methods. Simple random sampling, techniques will be utilized. The results will provide insights into the effectiveness of utilizing social media in amplifying learners' engagement in Understanding Culture, Society, and Politics. The proponents of this study will use frequency and percentage in finding out the performance of the students in terms of scope and coverage, knowledge, skills and attitude. The data to be gathered from tools that will be used for the research will be tallied, treated and interpreted using the SPSS which stands for statistical package for Social Science. The researcher will employ the following statistical tool: Mean. The sum of scores of subjects divided by the total numbers of subject. This will be used to obtain the average level of scores of the students. Standard deviation this statistical tool will be utilized to determine how the learning outcome of the students in each group relates to each other.

Phase IV. Summary and Interpretation Stage. This action research aims to investigate the effectiveness of utilizing social media platforms in enhancing learners' engagement in comprehending topics related to Culture, Society, and Politics. The study will explore how social media can be used as a tool to facilitate active learning, foster critical thinking, and promote meaningful discussions among learners. The research will involve designing and implementing interactive activities, collaborative projects, and online discussions using various social media platforms. Data will be collected through surveys, and observations to assess the impact of social media utilization on learners' engagement and understanding of the subject matter.

Phase V. Reporting. Crafting the final paper including the results and recommendations of the study. Present the result of the study.

RESULTS

The discussion of results and reflection will provide an opportunity to analyze the data collected, draw conclusions, and reflect on the effectiveness of utilizing social media in amplifying learners' engagement. This section will also address the implications of the findings for educators, policymakers, and researchers in the field of education. Based on the results of the tallied, tabulated and analyzed data turns out that social media are very effective in getting the interest of the students.

Question 1. How can the utilization of social media platforms be optimized to enhance learners' engagement in understanding culture, society, and politics?

Develop and share interactive content such as polls, quizzes, and discussions on social media platforms to actively involve learners in the exploration of cultural, societal, and political topics.

Question 2. What are the benefits and challenges of using social media in the classroom?

Benefits:
a. **Increased Interaction:** social media facilitates communication and collaboration among students, promoting interaction both inside and outside the classroom.
b. **Resource Sharing:** It allows for easy sharing of relevant articles, videos, and other resources, enhancing the learning experience.
c. **Real-world Connection:** social media bridges the gap between classroom learning and real-world applications by providing a platform for exploring current events and trends.
Challenges:
a. **Distraction:** social media, while promoting communication, can also be a source of distraction, potentially diverting students' attention from the lesson.
b. **Privacy Concerns:** There are privacy issues as educational content may become accessible to a wider audience, compromising students' privacy.
c. **Information Accuracy:** Not all information on social media is accurate or reliable, necessitating guidance for students to critically evaluate sources.

Question 3. How can you use social media for effective teaching and learning?
Strategies:
a. **Establish Guidelines:** Set clear guidelines for social media use in the classroom, emphasizing its educational purpose and the importance of responsible behavior.
b. **Integration with Curriculum:** Align social media activities with the curriculum to ensure they enhance and complement learning objectives.
c. **Encourage Collaboration:** Use social media to encourage collaboration among students, promoting group projects, discussions, and knowledge sharing.
d. **Feedback and Assessment:** Use social media for constructive feedback and assessment, allowing students to showcase their understanding through multimedia formats.

Question 4. How can the school's strategies for learning remediation and intervention be enhanced and integrated with the SIP Project SOAR to improve students' understanding of culture, society, and politics through social media utilization?

The school's strategies to provide learning remediation and intervention is encapsulated in the SIP Project SOAR. The integration of the school's learning remediation and intervention strategies with the School Improvement Plan (SIP) Project SOAR not only aligns with educational objectives but also provides a dynamic opportunity to elevate students' understanding of culture, society, and politics through the strategic use of social media. Visualizing the impact of this integration through graph results adds a compelling layer to the narrative, offering a quantitative perspective on its success.

The graph illuminates the effectiveness of interventions, with noticeable improvements in areas where targeted support was provided. This validates the impact of personalized learning paths facilitated through social media channels, addressing individual learning needs effectively.

In conclusion, the visual narrative portrayed by the graph results encapsulates the success of integrating learning remediation and intervention strategies with

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the SIP Project SOAR. The upward trends in student engagement, learning outcomes, and intervention effectiveness signify a holistic approach that not only addresses academic needs but also enriches students' understanding of culture, society, and politics through the dynamic use of social media

Reflection

In today's digital age, social media has become an integral part of our daily lives. It has transformed the way we communicate, share information, and engage with various subjects. This action research aims to explore the potential of utilizing social media platforms as a means to enhance learners' engagement in Understanding Culture, Society, and Politics. The interactive nature of social media, coupled with the ability to connect with peers and access a wealth of information, has the potential to create a dynamic and participatory learning environment. This research aims to contribute to the existing body of knowledge on the effective integration of social media in education, providing insights and practical recommendations for educators.

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