

# SOCIAL NETWORKING SITES TO TEACHERS' PRODUCTIVITY: AN INSTRUMENTAL CASE STUDY

Mary Jean M. Bal<sup>1</sup>, Maedel Joy V. Escote<sup>2</sup>

<sup>1</sup> Student, Elementary Education, Assumption College of Nabunturan, Philippines

<sup>2</sup> Professor, Graduate School, Assumption College of Nabunturan, Philippines

## ABSTRACT

Educators hold a significant role in the teaching and learning environment. They are leaders of change and models in innovations as education transitioned to a digital era. Social Networking Sites (SNS) have played a pivotal role in employing a better and easier delivery of information, learnings, and communications. Nevertheless, the aim of SNS is to elevate the learning experience of the students and to provide a wider network of acquaintances that allow us to grow both, professionally and personally. However, the perspective of bringing quality education and relationships has come to ordeal when faced with challenges. To have a deeper and better understanding of the experiences and challenges experienced by educators while using SNS, the researcher employed Instrumental Case Study Method. The study also specifically took a closer look on the perceptions, experiences, challenges, and the coping mechanisms of teachers brought by using SNS for personal and professional use. Ten public school teachers who are in service for at least a year were purposely selected to participate in this study. Findings showed that teachers shared the same experiences and challenges met while experiencing the services that SNS offered. The study also gave an eye to the ways on how they overcome challenges as they will be marked important to help other teachers come through similar obstacles. Challenges were affecting teachers in different facets of education and personal endeavor such as losing control and time management, addiction to social media. The study also dived into the insights teachers gained while using SNS for personal and for educational use. These ways to overcome challenges and insights are useful to future related research and educate the people by modeling the experiences of the informants. The study also aims to help the Department of Education to provide literacy training that may capacitate the educator's personal and professional interests in SNS to produce responsible digital citizens.

**Keyword:** Social Networking Sites, Social Media, Instrumental Case Study Method, Qualitative Research

## 1. INTRODUCTION

Social Networking Sites (SNS) is a broad term referring to a wide spectrum of information and an available tool to learn through different mediums. Educators as facilitators of learning could utilize SNS in teaching and learning process to attain a clear understanding of the subject matter. SNS offered different platforms that can be integrated and can be used for a more meaningful learning outcome. Formal integration means that the adoption of SNS is within a structured academic context where a teacher controls the flow of learning (Barrot & Acomular, 2022). educators should create social networks (SNs) where they may engage in ongoing dialogue about educational challenges and associated concerns with experts and other instructors. The success of education should be consistently boosted by the supporting role that social media plays in teachers' professional development and school innovation (Kim et al., 2022)

In United States, teachers viewed social networking sites as useful tool in the teaching and learning process and that it enhances the ability of educators to research and development according to Sutherland et al. (2020). In contrast, the study of Heffernan, Bright, and Kim (2019) suggested that although SNS helped educators in their

educational pursuit, there is an alarming attrition in the Australian teaching profession as a result of heavy workloads and difficulties providing leadership support within and across the social networking sites.

Social networking sites have gained different opinions among educators in the Philippines. According to the article of Castañeda (2016) education community has already use social media as tool to effectively reach out students. She added that it has indeed helped educators to make ideas and concepts more interesting and engaging. Despite the benefits of having SNS, there are also risks that educators should take into account. The floating information on the internet through SNS can be navigated in just a span of seconds. Also, the article of Darantinao (2022) specified that it is nearly impossible to look for accurate information online these days without running into fake news or misinformation meant to annoy, upset, or ridicule people. In the Philippines, where millions of people are enrolled on numerous social media sites (SNS) where these kinds of information proliferate, they are a major problem that affect people everywhere. While social networking sites (SNS) are meant to be places where common people can speak up, some users are starting to question if the accounts they encounter are authentic or whether the narratives they post are truthful.

SNS, by offering a network of information that is helpful in the teaching and learning process, has, in one of my personal experiences, played a crucial role in improving the quality of education. However, one of my coworkers in Monkayo informed me about the dangers of SNS. She said that SNS introduced her to gambling websites and caused her to become dependent on them. Her dependence on gambling websites really had a negative impact on her career, as it increased her stress levels and anxiety, which in turn harmed her teaching abilities.

### **1.1 Research Questions**

1. What are the views of teachers on the use of social networking sites?
2. What are the experiences of teachers on the use of social networking sites?
3. What are the challenges of the teachers in using social networking sites?
4. What are the coping mechanisms utilized by teachers on the challenges they faced in the use of social networking sites?
5. What are the insights gained by the teachers on the use of social networking sites?

## **2. METHODS**

### **2.1 Research Design**

This study is qualitative research that utilized instrumental case study since its primary goal is to provide insight into an issue or refine a theory by exploring on the different experiences while they delved themselves in to Social Networking Sites (SNS), the views, experiences, challenges, coping mechanisms and insights of educators using SNS. According to Creswell (2013) the basic goal of this method is to describe the nature of the occurrence of the phenomenon and how these people react to the situation (Gorgi, 2012). Furthermore, Bliss (2016) explained that phenomenological research is an in-depth investigation of the meaning of experience to people and requires the researchers to focus on the experience of a phenomenon to obtain comprehensive details on which to base their analysis, reflective structural analysis that will ultimately reveals the nature of experience.

To have a deeper understanding and clearer sight on the different views, experience, challenges, coping mechanisms, and insights of teachers in using social networking sites to their productivity, the researcher observed and utilize the In-depth Interview (IDI) among 10 participants was chosen through purposive sampling.

### **2.2 Role of the Researcher**

The study is qualitative research thus, the researcher's role is to try to access the participants' experiences and perceptions. It involves people who are discussing topics that are personal and too private for them. Some of the participants' relevant experiences may be fresh in their memories, allowing them to reflect on specific episodes in their lives that may have been difficult and sometimes, painful to them. Hence, Sutton and Austin in 2015 proposed that researchers need to protect the respondent's identity and answers especially regarding the most sensitive topics.

Since this study employed instrumental case study, the researcher shall understand how innovation and changes was adopted in real-world setting and how it evolves through time by exploring on the different experiences of teachers in using Social Networking Sites and its downsides to their performance. The researcher would have to

go through a series of stages to conduct the in-depth Interview. Fink (2000) seven stages begin with thematizing, which was the initial stage in the in-depth Interview process. The thematizing stage provided answers to the questions of what to study, why to study it, and how to study it. These answers would then be used as the basis for the study.

The design stage would be the stage where the researcher plans and prepares the methodological approach of the study. The interviewing stage is where the researcher records the interview with notes, video recorder and audio recorder. During this stage, it is important to remember that the questions are made and prepared by the researchers and that the questions should be open-ended so that the respondents can generate and share their ideas and opinions. The next stage was called the transcribing stage where all recorded interviews are transcribed into sentences, and it cannot be considered as data in the study unlike in quantitative research as it was in the form of words.

In analyzing stage, researcher uses his personal expertise and experience as a tool or tool that justifies the study. In the verifying stage, it is a phase that happens every time before the analysis is reported. As a scientist, you need to verify the reliability and validity of the data at every stage. In the last stage, it would be reporting. It is the entire research process where you write a report to back up the data and present your findings during the study.

Predetermined and identified research questions were created and prepared to get information or perceptions about the topic from respondents. The researcher conducted a face-to-face interview. The health protocols and guidelines were followed. The half-structured interview approach would help the researcher to identify the areas to be studied while allowing the interviewee to expand on their ideas and provide detailed responses. Once the interview was completed, the researcher transcribed the informant's answers and analyzed and validated the data. The seven stages were followed, and the researcher continued reporting on the outcomes of the interviews.

During the data collection and analysis, the researcher had evaluated the validity and reliability of the data to have a fair result by finding suitable analysis and evaluation methods.

### **2.3 Research Participants**

The research participants were 10 teachers from Monkayo West District who were born in millennial era and are teaching elementary school that was rendered at least one year in service. Teachers were selected based on the researcher's personal judgement and intellect by looking at their similarities – they are millennial teachers who teach in public school.

In addition, participants would be provided with informed consent to be included in the study on a voluntary basis. Prior to the study, participants were pre-informed of the purpose and requested to take part in an In-Depth Interview (IDI). According to Donyie, (2007), it is essential to inform the participants that the responses are valid and there is no incorrect answer as they are based on their personal opinion and experience. The participants' responses were collected through semi-detailed interviews with prioritized and validated questions. Data was analyzed through thematic analysis and aliases should be used to conceal the participant's identity.

### **2.4 Data Collection Procedure**

The researcher requested permission to conduct the study in the Schools Division Superintendent through a letter. Additionally, the researcher also needed to ask the office of the mayor to allow the researcher to explore and ask files from the Municipality of Monkayo's archive, that are used in the study. This study conducted using an interview guide question developed by the researcher for qualitative analysis. The researcher used use a script with a list of questions to guide the research and ensure that all the topics necessary for the research are covered. The researcher followed and observed precautionary safety health measures in conducting face to face interviews, including wearing a facemask and observing social distancing. The researcher recorded the face-to-face interview with an audio recorder and transcribed and analyzed the data. Each interview lasted no more than 60 minutes.

### **2.5 Data Analysis**

Since the purpose of this study was to investigate the teachers' experiences of using social networks and its influence on the performances, the researcher manually analyzed the data through content analysis or thematic analysis. The data collected from the interview were rephrased verbatim and coded with one or several descriptions

of the content in the informant's responses. After rephrasing and coding the data, the researcher would then identify the common themes in the responses of the informant.

### 3. FINDINGS

This chapter presents the research findings that investigated the experiences and coping mechanisms of teachers on social networking sites to teachers' productivity. The focus of this study is to examine how social networking sites may hinder teacher productivity. The research participants were selected using a purposive sampling method from elementary school teachers in the Monkayo West District who belong to millennial generation and have at least one year of teaching experience.

The response was analyzed using content analysis to identify common themes across the experiences. To adhere to research ethics, codes were used to protect the identities of the participants. The results are presented based on the specific research questions addressed in the study.

#### 3.1 What are the views of teachers on the use of social networking sites?

This section focuses on the findings of the primary research question: 'What are the views of teachers on the use of social networking sites?'. To collect data, two specific questions were employed to gather insights on how teachers perceive the use of social networking sites as a learning space and as a medium for instruction. This section will present the viewpoints expressed by the teachers during the interviews, while aligning with their perspectives on the use of social networking sites.

##### Perception on Using SNS as an Educator

This section focuses on the specific question 1.1, 'As an educator, what is/are your perception on using SNS?'. Through interviews with teachers, various themes emerged, shedding light on the potential benefits of SNS: Big contribution to Teacher and students, need of proper usage, exploring the advantages, disadvantages associated with the use of SNS in education, and Quiet valuable. It is important to note that the responses gathered from teachers regarding their perception of SNS as a learning tool and their personal sentiments towards its use will be examined in terms of their relevance to ensure the study's overall significance and meaning.

**Big contribution to teacher and students.** Recognizing the uniqueness of everyone, fostering collaboration and communication among teachers and students through social networking sites can be a powerful strategy. By leveraging this platform, educators can create a supportive and interactive environment that allows for sharing diverse skills, techniques, and strategies. Implementing educational programs with the focus and utilizing social networking sites can facilitate better collaboration and teachers, enabling them to exchange ideas, resources, and best practices this approach can enhance communication and teamwork leading to improved implementation of the curriculum.

Informant number 1 expressed that SNS could be useful for some topics but not to all. Aside from fostering collaboration and communication among teachers and students, SNS can also enable teachers to share resources providing students with access to valuable knowledge and information through SNS platforms. Informant 2 expressed the big contribution to teachers and learners.

As an educator my perspective on using social networking sites is beneficial in terms of communication and learning process because it can help to the students to connect share ideas and collaborate their projects it also allowed the educators to share resources engage with students outside of the classroom and rich wider audience.

Informant 8 shared his insights about how social networking sites helped them in their pursuit to teach and to make it useful to the needs of the students. Using this social networking site is a resourceful site wherever educators can invest and invent materials for the strategic instruction not just for the benefits of the students for the whole community as well. Rationally speaking the use of social networking sites for teachers can be more supple in terms of administrative work and technicalities such as research, and other means of professional growth. Whereas these social networking sites can also be referred to our learner as such we make innovative interventions that will allow our students to be more attentive not just academically but for the whole being. Informant 9 navigate how SNS helped him in communication aspect. According to the response, the informant clearly engages SNS as a fun and useful tool for education.

The use of SNS for me, personally I find it useful in terms of communication. Iyang goal man jud is to make us all connected and informed. So as someone nga ga-utilize ug social media daily, I could say nga it has been helpful and fun. For fun and engaging activities, SNS had helped the educational system. Aside from that, SNS made

it easy to connect and communicate with people around the globe regardless of distance and spaces between places. Informant 10 shared that it is something that keep us updated with the world's current events.

**Needs of Proper Usage.** Proper Usage of SNS in educational is very important to avoid distractions, and privacy concerns. Educators Should set clear guidelines to maximize the benefits of SNS while minimizing risks. It is important to be aware about sharing personal information and vigilant against fake news circulating on these platforms. Informant 1 and expressed the proper usage of SNS to avoid misleading.

Informant number 2 added the proper usage of social networking sites. But aside from the good effects, as an educator we must carefully consider the proper usage of social networking sites. We set boundaries and guidelines clearly overall social networking sites platforms can be powerful tools in education. Informant 5 also stated SNS challenges privacy and possess distraction if not used appropriately. However, they also present challenges such as privacy concern, the distractions, and the potential for cyber bullying so ultimately there are use should be carefully considered with clear guide guidelines in place to ensure they enhanced rather that trap from the educational experience.

Also, informant 7 expressed that there will always be two sides of certain things. Positive is always accompanied with negativity but with certain knowledge to use it in a correct manner, it would guarantee progress. Informant number 10 emphasized the importance of being vigilant about the information we read on social media.

**Has advantage and disadvantage.** While SNS have undoubtedly brought several benefits to the teaching area, such as facilitating easier collaboration between teachers and learners, it is essential to acknowledge that there are both pros and cons associated with their use. Informant number 3 expressed the advantage and disadvantage of SNS. Informant number 3 expressed the advantage and disadvantage of SNS. Also, informant number 7 shared that SNS have both positive and negative aspects.

### **Perception of SNS as tool Used in Teaching and Learning**

Exploring a different aspect of the subject, SNS encompass various themes. The themes derived from the responses of the informants will be elaborated on in this section. Social networking sites serve as a crucial interface for sharing and communicating ideas, particularly in the teaching and learning process.

**Useful if Properly Used.** Proper using of SNS is essential to maximize their benefits while minimizing potential risks and challenges. Informant number 1 shares similar opinions on how SNS properly used. If it is used properly social networking sites can be powerful tools in teaching and learning it provides a platform where knowledge ideas and resources can be shared widely like collaboration and communication with students learn from each other next engagement and participation where students can express their thoughts and ideas real world learning where the students can participate globally.

Informant number 3 further elucidate the importance of proper used of SNS through their own experiences. Social networking sites is a big help for us, especially in teaching and learning process. We can easily transfer our thoughts and ideas to our learners by using different platforms. Our learners can interact even if they are in their homes by facilitating online classes. Nowadays, social networking sites is a powerful tool in connecting to our learners, parents, colleagues, and in our community. But we must remember that when using social networking sites, we must be responsible.

Also, Informant number 5 highlighted that when SNS are used effectively, they can facilitate communication and collaboration among students and teachers, providing platforms for discussion. Social networking sites can be valuable tools in teaching and learning. When used effectively they can facilitate communication and collaboration among students and teachers providing platforms for discussion sharing resources and peer support. Additionally social networking sites can help students develop digital literacy skills and engage with content in new and interactive ways however it's important for educator to be mindful of privacy concerns the ensure appropriate use of this platform and provide guidelines ay guidance rather on responsible online behavior so overall when use thoughtfully social networking sites can enrich the educational experience and foster a sense of community among learners. Alongside this, Informant number 7, also expounds the perception of SNS as tool used in teaching and learning.

**Enhanced Learning Tools.** SNS make a significant contribution to teaching by assisting both teachers and students in the learning process. Informant number 2 discussed how SNS support teaching methods Informant number 6 shared that SNS is a powerful tool to use in the teaching-learning process. It helps the teachers to deliver a thorough and comprehensive lesson, ready for innovation. Also, Informant number 8 mentioned that social

networking sites serve as go-to platforms where ideas can be shared as a form of collective intelligence to form the basis of instructions.

### **Advantages on the Use of SNS in Teaching**

It is undeniable that social networking sites provide better opportunities and accelerated working conditions through their application and purpose. SNS also offer different facets that could elevate the experience of the user through faster connectivity and one tap information. Students gain much from social media because of its unparalleled ability to get information. In the past, textbooks and lectures were the only ways that students might learn new content. You'd have to drag yourself to the library and spend hours leafing through books and encyclopedias to conduct research for a project. The structured theme has generated several emerging themes that view the positive impact of SNS in education among the participants.

***Make the Work Faster.*** Social networking sites have offered great services that are helpful in different fields and education is not exempted to have benefitted from it. Teachers enjoyed the easy and quick access to information, generating learning tools, and learning opportunities. Informants 1 shared the efficacy of SNS in jobs and how it enabled him to do more things.

Informant 2 also emphasized that SNS had been a great help in accomplishing their tasks and performing their duties as educators. Additionally, SNS help educators improve their work and balance to teach the student and provide different range of activities. Informants 4 shared his insights on this matter.

Another response from informant 8 which approves that SNS has been very helpful in the teaching and learning process. He also put emphasis on how SNS provide information in a click.

***Lots of Help.*** In any circumstances, although SNS does not purely offer positive impact, it still aided educators in enforcing and delivering information to their learners. As informant 3 explained, we will be able to understand how SNS helped teachers in the field. Informant 5 also explained that the use of SNS in the classroom is helpful as it provides ways to improve the lesson and make it more effective and engaging.

Informant 7 also shared that to become effective teachers, it is necessary to enforce research and explore the new trends in education through SNS. Moreover, SNS helped them work productively and proactively. Thus, informant 9 used SNS as tool to make the learning experience of the students become more meaningful and it enabled him to explore more activities as SNS make it easier to use.

***Make Connection to Students Easier.*** In times where classes are opted to be conducted at home, SNS was utilized to give students instructions and provide them with more information about the lesson at home. This is another way that SNS helped teachers and students to build connections and establish safe learning environments through SNS. Informant 10 believed the importance of this connection.

### **Disadvantages on the Use of SNS in Teaching**

Not surprisingly, social networking has a negative aspect as well. Consider how you may reduce the following drawbacks of social networking as much as you can, on a frequent basis by opting to do what is only useful in delivering instruction to the students.

***Addiction to SNS and Dependency.*** Of course, addiction does not only refer to a substance or does only fit in medical use, but this also applies to social life. Addiction to SNS could lead to different outcomes that are not desirable and helpful in the field. Informant 1 explained how SNS addiction and dependency affected them. Informant 2 elaborated that the most prominent disadvantage of SNS is the distraction it caused among the students and the addiction which unconsciously takes our time away from our primary task.

Also, SNS addiction and dependency could pose a threat to the performance of teacher to work with less passion and enthusiasm due to extreme reliance on the SNS without exerting much effort to go wider and deeper with the instructions. Informant 7 further strengthens this and explained how this matter affects the educator in general.

***Lose Focus.*** Engaging and spending too much time in SNS could harm mental health especially in maintaining focus. It is by nature that SNS catches attention from any gender, age, and nativity. Hence, informant 3 expressed his ideas on this matter. Informant 10 clearly and conscientiously revealed the fact that SNS takes your time away from what is your original purpose.

**Misleading information.** Inaccurate and misleading content is a recurring issue on online networks, even while social media platforms provide a multitude of information, communication opportunities, and enjoyment. Misinformation is quickly spread over the internet and is challenging to stop or regulate. It is information that is inaccurate or misleading. Informant 5 explained how teaching with incorrect information could harm young minds. Hence, the informant stressed that teachers should be careful in sharing information.

**Invasion of Privacy.** Unauthorized access by a person or organization to another person's private area or information is known as invasion of privacy. Even though the malevolent party does not use such access, it is nevertheless considered a privacy breach by law. It may be done digitally or physically. Privacy of learners, as educators, is one important things teacher should keep discreet because it might make students unsafe and hinders a good learning outcome. Informant 6 shed a light on how teachers unconsciously invade students' privacy. One of the disadvantages in using SNS teachers make this as a business they show what they did inside the classroom until they do not notice that it can affect the privacy of the learners.

### 3.2. What are the experiences of teachers on the use of social networking sites?

This section will provide an overview of the informant's perspective on the second key question: 'What are the experiences of teachers in the use of social networking sites?' The responses covered a range of topics including Connecting with friends and loved ones, the use of social networking sites for entertainment, the positive or negative impact of SNS, the effectiveness of SNS when used correctly, and the convenience of using them.

#### Personal Experience While using SNS

Teachers have diverse experiences when using social networking sites. Each experience provides valuable lessons and stories. Whether positive or negative, these experiences contribute to growth and improvement.

**Connecting with Friends and Loved Ones.** Connecting with friends and loved ones through social networking sites involves using online platforms to communicate, share updates, photos, and memories, and stay connected regardless of physical distance. It facilitates real time interaction, fostering relationships, maintaining bonds, and digital environment.

Informants number 1 shared their experiences on this matter. According to their personal experiences, communicating with family and loved ones is a strong foundation of a relationship. Informant 3 added how SNS greatly affected their linkages and relationships. It is undeniably true that SNS shared impacts on how strong it can build connection. Informant number 4 also discussed the challenges that have been encountered while using social networking sites.

Furthermore, informant number 5 shared experiences using SNS, how it affected their social interactions and engaging in a healthy forum that made them aware of the real world. Communication is SNS main function as well as gathering information.

**Being Used for Entertainment.** SNS are utilized for entertainment purposes, providing users with a platform to engage in various recreational activities, connect with likeminded individuals and consume entertaining content. Informant numbers 1 highlighted the use of social networking sites for entertainment purposes, showcasing how this platform offers a diverse range of engaging content and recreational activities for users to enjoy. Also, Informant number 9 mentioned that using SNS can facilitate learning new things.

**Positive and Negative Effect.** Informant number 6 pointed out the benefits of using social networking sites for enhancing accuracy in work, alongside the downside of over- reliance on these platforms for all tasks, highlighting the dual impact of SNS usage.

**Convenient to Use.** The convenience of using social networking sites for professional growth was highlighted by informant number 8, emphasizing how SNS can enhance efficiency in work and contribute to career advancement.

#### Experiences as Teacher While Using SNS

Utilizing social networking sites as a teacher can help to adopt technology in teaching, improve teacher student relationships, and support personal growth however challenges such as technical difficulties such as poor Internet connection can sometimes hinder the effective use of business in education.

**Adopt Technology in Teaching.** Incorporating technology into teaching practices involves utilizing digital tools and resources to enhance the learning experience engaged students and facilitate effective communication in the educational setting. Informant number 1 share the experiences on this matter also with informant number 3 added that SNS enhances teaching materials effectively.

Informant number also shared the experience of adopting SNS as the new tools of learning. Also, informant number 6 highlighted that SNS effectively provides more opportunities to earn money, even in the field of teaching. Furthermore, informant number 8 mentioned a tool that serves as a boundless well of inspiration to captivate and invigorate students.

Entering the realm of Canva felt like stepping into a vibrant universe where creativity knows no bounds as an educator this newly found creative playground my secret weapon a source of endless inspiration to engage and energize my students. Also, informant number 9 added that SNS will make teaching process easier.

**Enhance Teacher-Students Relationships.** My leveraging social networking sites, teachers can strengthen relationships with their students through improving communication, personalized interaction, and creating a more engaging learning environment. Informant 1 stated that SNS have a positive impact on students, enhancing their learning experience. Informant number 2 added that SNS helps to make the work of teachers easier. Informant number 10 added that SNS helped creating a room for each student to learn.

**Beneficial to Personal Growth.** Integrating social networking sites can greatly enhance personal growth facilitating online participation in seminars and training supporting continuous professional development and offering avenues for networking and potential additional income generation according to the respondents. Informant number 2 shared opinion on this matter and informant number 5 mentioned that using SNS contributes to enhancing and continuously developing their professionalism.

**Poor Internet connection.** Despite the numerous benefits associated with social networking sites it is inevitable to encounter negative experiences and challenges which shed light on the downside of using this platform. Informant number 4 shared the experience.

#### **SNS contribution to Productivity as a Teacher.**

The immense effect of SNS on the lives of educators is usually reflected in their efficacy and productivity. These factors are evidence that SNS have brought positive impact to the field of teaching. As informants' responses generated different emerging themes, the researcher delves to view their ideas.

**Gives more Teaching Technique.** Teachers are presented with technology to deliver learning with ease and accessibility, thus the birth of SNS has even created deeper and wider opportunities for teachers. Informants 3 shared how SNS optimized his teaching styles. SNS has greatly elevated the lives of many, as informant 4 shared. SNS has helped him in teaching the student easier and quicker to understand. Thus, it is sought to be very helpful to his life as educator.

Additionally, Informant 5 shared how SNS deeply helped in creating and crafting materials, identifying suitable teaching styles, and choosing a way to deliver instructions.

**Guide to be more Productive.** SNS has way more to offer in the teaching field where teachers sought different light and has been regarded as tool to innovation. When utilized with proper training and discipline, SNS could flipped out a new and different world of education. Informants 6 insights in this area and how SNS elevate their job.

Meanwhile, informant 9 shared how SNS shed light on the productivity of the teacher as something important and relevant to the teaching profession to accommodate the needs of the learners. In some ways, SNS have also helped educators to be more confident to teach and to perform their duties. Informant 2 explained how SNS mattered in the chosen profession.

**Grow Professionally.** It is an educator's optimal dream to grow professionally in the field where they are planted. Growing professionally is a milestone that marks another journey and a new pack of learnings useful in their field. Thus, SNS has been a factor in attaining this growth. Informant 10 exposed how SNS created those gaps for them to grow.

Aside from growing professionally in other perspectives, SNS helped them become an effective teacher which is another indicator that you have grown in your profession. Informant 8 declared that there's a big part SNS have played to make them become effective teachers.

### 3.3. What are the challenges of the teachers in using social networking sites?

This section will introduce the third major question in the study 'What are the challenges of the teachers in using social networking sites?'. On the succeeding pages the study provided a detailed finding report.

#### Challenges Encountered While Using/Utilizing SNS for Personal Use

Encountering challenges serves as fuel for success, shaping our experiences and leading to valuable skill development that help us navigate obstacles effectively. In this section, we will delve into the challenges that teachers face when using SNS. The response from the informants to this question revolved around various themes: Lack of Internet connection, losing focus on other things, losing privacy, setting boundaries, trouble in controlling.

**Lack of Internet Connection.** Informant number 1 highlighted that the major challenge in using social networking site is the reliance on stable Internet connection, which can hinder access and connectivity, leading to limitation in utilizing SNS effectively due to connectivity issues and Internet disruptions. Informant number 9 added that the signal is the most challenging aspects while using social networking sites as it hinders some users from accessing SNS.

**Losing Focus on Other Things.** Informants number 2 highlight that the challenges of using social networking sites include losing focus on other tasks due to excessive entertainment on platforms. This can lead to spending excessive time on these sites when feeling bored, resulting in decreased productivity.

Informant number 3 shared the challenges like spending more time in social media that is time consuming.

**Losing privacy.** According to informant number 2 highlighted losing privacy also pointed out that another challenge of using social networking site is the loss of privacy.

**Setting Boundaries.** Establishing boundaries when utilizing social networking sites. Informant number 5 emphasize that importance of setting boundaries with students to ensure privacy and data security.

**Trouble controlling.** Informants 6 shared struggles in controlling personal use of social networking sites leading to neglect of responsibilities and engaging in multiple apps for financial gain emphasizing the importance of self-control and prioritizing responsibilities.

Informant number 7 added that social networking sites can lead to distractions that may cause you to forget your other responsibilities.

#### Challenges Encountered while using SNS in Teaching

This section will highlight the challenges faced by informants in utilizing social networking sites for teaching approaches and strategies. The response from the informants to this question revolved around various themes: Lack of internet connection, Accessibility, being updated, Setting Boundaries, Being Technology dependent, and power disruption.

**Poor Internet connection.** One of the challenges encountered is having a poor Internet connection. Informant number 1 Identify a common challenge of facing more Internet connection while utilizing SNS for teaching purposes. Informant number 2 added that lack of internet connection in barrio area can disrupt the teaching and learning process.

Also, Informant number 3 highlight the challenges in using SNS while the network is unstable. Additionally, Informant number 10 expressed the challenges in using social networking sites.

**Accessibility.** Informant number 2 stated the inclusivity of using SNS in Teachers and students lead something that significantly affects the learning process. Additionally, informant number 8 express the accessibility challenges.

**Student Losing Focus.** Excessive use of social networking sites can lead to a loss of focus for students, but setting time limits, creating a distraction-free study environment, and practicing mindfulness can help mitigate this issue. Informant number 3 shared the digital distractions impact learning.

**Setting Boundaries.** Informant number 5 discusses setting boundaries and managing privacy setting on social networking sites to maintain a healthy balance and enhance security.

**Being Technology Dependent.** Technological dependence involves heavy reliance on digital tools for teaching and learning with benefits such as efficiency but also risk like reduced interpersonal skills and information overload. Informant number 7 asserted being technologically dependent.

**Power Disruption.** The impact of interruptions in electricity supply on the accessibility and usage of online platforms affecting communication, connectivity, and information sharing. Informant 9 expressed the experienced.

### **Challenges Encountered while Using SNS as Teacher**

Challenges in approaching every new step or level we aimed to reach, are common and are inevitable to know what skills or abilities we needed to move forward other steps closer to what we desire. The structured theme has gained several opinions from the informants where emerging themes have been made.

**The Reliability of Information.** Using SNS has caught teachers off-guard from realizing that there has been so much information that contradicts its purpose – to inform. Some information found in different platforms of SNS was driven on a non-factual basis. Informant 3 exposed how SNS could be damaging to all users.

On the other hand, informant 5 argued that the reliability of information lies on the quality of sites you subscribed to. There are tons of websites in the SNS, and choosing the one to trust is the responsibility of an individual to critically evaluate.

Informant 6 further explained that the importance of reading could add pressure however it will be a key to choose the sites that provides legitimacy and accuracy in their content. In addition, informant 7 also shared how using SNS could influence the teachers in the way they deliver instruction, fact check information, and teach the learners.

**Procrastination.** Your career, your grades, and your life may all suffer greatly from procrastination, whether it's from putting off doing a project for work, avoiding schoolwork, or neglecting domestic tasks. Hence, it is not a good idea to foster this characteristic. Informant 10 greatly shared how this characteristic affected the balance of SNS and work.

Indeed, procrastination could lead to distraction of your goal and task. It takes away your time that is intended for other useful activities. Informant 4 shared similar ideas on how teachers lose their sense of control after putting off priorities.

Procrastination becomes a problem when it significantly affects the life of an individual. If this could become a habit, this might take the chances of success. Thus, SNS should not be a battle ground for procrastination and will do more.

### **3.4. What are the coping mechanisms utilized by teachers on the challenges they face in the use of social networking sites?**

This section will present the responses of the informants in the fourth major question 'What are the coping mechanisms utilized by teachers on the challenges they faced in the use of social networking sites'.

#### **Ways Used in coping with challenges in using SNS for personal use.**

Challenges are inherent in any situation, and as humans being to find solution to rise above challenges. The responses gathered from teachers generated themes: Explore SNS, use with limit and boundaries, doing other hobbies, educate students.

**Explore SNS.** the informant emphasizes perseverance and continuous learning to overcome challenges and improve proficiency in using social networking sites for work purposes. Informant 1 shared about overcoming challenges and gradually becoming more proficient in utilizing SNS. Additionally, Informant number 10 shared that consistent practice with different social media platforms leads to gradual literacy development, emphasizing the value of continuous learning for eventual understanding.

**Use with Limit and Boundaries.** The informant emphasizes the importance of setting clear boundaries, practicing critical thinking, managing time effectively to address the challenges of using social networking sites and promote a healthy balance in personal educational settings. Informant number 2 expressed the importance of limitation and boundaries.

Informant number 3 further expressed the importance of proactive time management in controlling social media usage to prevent potential harmful effects on physical, emotional, and mental well-being, emphasizing the adage that prevention is better than cure.

Additionally, Informant number 5 highlights the importance of implementing strategies, such as setting clear guidelines and boundaries for using SNS in the classroom, to effectively address challenges in teaching and promote appropriate and productive interactions.

By taking various step to address them so some strategies to overcome challenges in teaching so established clear guidelines so you are going set, set clear guidelines and boundaries for they use of SNS in the classroom to ensure appropriate and productive interactions.

Informant 6 response indicates the need to assess both the positive outcomes and negative effects of personal SNS usage to maintain control, emphasizing the importance of minimizing time spent and being mindful of impact of using SNS personally. Further, informant number 8 the significance of remaining flexible and adaptable in pursuing work-related task. Informant number 9 added that the internet in the Philippines is not progressive.

**Educate Students.** The response of the informants is aiming to educate students on responsible and ethical use of SNS to foster positive online behavior. Respondent number 5 shared the thought of educating students. Second is to provide digital citizenship education. Educate students on responsible and ethical use of social media to promote positive online behavior, also seek support professional development workshop also engage with online communities for educators.

### **Ways to overcome challenges on using SNS in Teaching**

Educators, recognized for their adaptability in various fields, possess the ability to devise solutions and tactics to overcome the obstacles presented to them. Informants' response garnered themes that are relevant to the question 'How did you overcome challenges on using SNS in teaching?'

**Use with Time Limit and Boundaries.** Utilizing social networking sites with defined limits and boundaries is crucial for maintaining a healthy and balanced online presence.

Informant number 2 highlight the proactive steps taken to manage time effectively, avoid excessive engagement with social media for entertainment, and prevent emotional stress and harm that social networking sites can cause to oneself and others, promoting overall well-being. Additionally, informant number 5 shared the diverse insights gained from personal experiences emphasizing the power of social media for networking and advocacy. As an individual so I we have wide range of insight base on the personal experience so some common insight gained

**Motivation and Setting Goals.** According to informant number 3, it is important to stay motivated and set goals when using social networking sites (SNS) to facilitate meaningful and impactful discussions with learners. To overcome the challenges using social networking sites in teaching was very difficult but as a teacher we need to.

**Find Alternative.** Overcoming Challenges in teaching involves accepting the need for alternative options in the absence of a stable internet connection and utilizing resources effectively to ensure continuous learning for students emphasizing the importance of adaptivity and creativity in delivering lessons comprehensively according to Informant numbers 4. Informant number 6 emphasizes overcoming challenges in using social networking sites by leveraging them positively in teaching. Informant number 7 also stated that overcoming challenges in teaching is not easy.

**Prepare Materials Ahead of Time.** Informant numbers 9 emphasize the importance of proactive preparation and resourcefulness in teaching to mitigate the impact of power outages, highlighting the role of social networking sites in enhancing educational experiences and integrating digital trends in education the engaged learners effectively.

Additionally, informant 10 highlights the importance of proactive preparation, emphasizing the role of social networking sites in education as part of the current digital education trend. Introducing learners train fosters familiarity and asset management and enjoyment the learning process.

### Ways to Overcome Challenges on Using SNS in Teaching

As challenges are inevitable and unchanging, there are also endless of ways that educators unraveled to overcome these challenges. Some challenges are testaments of their passion, dedication, and hard work. The structured theme has several themes that emerge that are notable and remarkable in this study.

**Be a Smart SNS Citizen.** Driven by different external forces that invites bad habit while using SNS, educators navigate on how to become a good user of SNS. Smart citizens are people who use SNS with responsible and careful considerations of taking information. As informant 4 boldly expressed how being smart and responsible helped them influence other people.

Informant 5 stated that it is necessary to be smart in choosing sites that are trusted and useful. These sites should be able to help him excel and improve in the field of teaching. Considering this, informant 3 debunked that being wise in choosing sites could avoid misinformation. Careful reading with comprehension could widen our perspective and be able to view things in a bigger picture.

The importance of reading and comprehension plays a pivotal role in choosing the right sites and avoiding misconceptions. As informant 6 shared that reading leads us to different ideas that are useful in the field.

Therefore, informant 7 greatly encourages other educators and researchers to choose good sites that influence and help. Informant 8 stressed that using sites that surely improve the quality of information and adapting a habit of enhancing reading comprehension would be very fulfilling.

**Make Intervention in Teaching Strategy.** Education is a lifelong process as it was told by millions of people around the globe. Hence, innovation in the facet of teaching strategies is a constant remedy to the fast-changing world. Educators are challenged to dive deep into the crest of their creativity and resourcefulness, however that is made easier with SNS. Informant 2 explained how SNS helped elevate education.

Furthermore, Informant 9 added that these strategies are packed with convenience that does not offend the learners' interest. Also, these strategies include materials that are necessary to deliver instruction.

### 3.5. What are the insights gained by the teachers on the use of SNS?

This section will present the responses of the informants in the fifth major question 'What are the insights gained by the teachers on the use of SNS?'

#### Insights Gained from Personal Experiences in Using SNS

Using SNS provided with valuable insights in teacher, helping better engage and connect with students in the digital learning landscape. The generated themes regarded as lots of help in education, become SNS educated, power connection worldwide, right way of usage,

**Lots of help in Education.** Insights from informant numbers 1 underscore the value of all impact on social networking sites, and improving communication, fostering collaboration, and cultivating a positive community within the education sector, promoting creativity and innovation to enriched learning experiences. Informant number 4 added that the SNS is a big help to Education.

Additionally, Informant number 8 highlighted the significance of social networking sites in education, highlighting them as crucial tools in modern times for fostering collective ideas and serving as instructional sources to enhance creativity, innovation, and multiple learning opportunities.

In my stand, SNS is essential in the field in education, especially in this modern age, now is the time to grab the opportunity to create once collective ideas to be the source of instruction. I believe by using the platform, I can be creative and innovative in making the objective more capable of doing multiple learning opportunity.

**Become SNS Educated.** The informant perspective emphasizes the importance of educators adapting to and leveraging social networking sites to effectively engage learners in a digital era where these platforms play a significant role in society.

**Power of Connection Worldwide.** SNS have revolutionized global communication, enabling individuals to connect, collaborate, and share information worldwide. Informant number 3 share the thought of the power of SNS worldwide.

Additionally, Informant number 5 expressed how SNS helped and improved communication between teachers and students. Also, SNS boost engagements of students in classroom activities.

**Importance of Privacy.** As educators navigate the use of SNS in their lives, it came to their concern that privacy holds importance and relevance as everything may be used against you in an unwanted event. And the importance of privacy settings, regularly updates and reviews my privacy setting to protect my personal data. And the influence of social media, opinions, and beliefs.

**Right Way of Usage.** The right way to use SNS involves maintaining a balance between staying connected with others, promoting positive content, being mindful of screentime and prioritizing real-life relationships and well-being. Informant 6 stated the correct use of SNS. Informant number 7 added the importance of gaining insights on managing various social media platforms as a teacher, highlighting the need to set mental limitations to avoid engaging in negative behaviors that could be detrimental to oneself.

Additionally, Informant number 9 implied the overuse of social media could lead to something dangerous. He also stressed that it is necessary to be mindful of the applications we are going to use to lessen the case of being misled.

Furthermore, Informant number 10 added the importance of being attentive and discerning in learning to prevent the dissemination of fake news to learners, highlighting the necessity of verifying sources for legitimacy.

### **Insights Gained as an Educator and Classroom Teachers Using SNS.**

There's no limit as to who will use the different SNS platforms. It is not limited to age, gender, race, and religion. Anyone could use it in any possible way they want it to be. However, as classroom teachers there are things that should be crossed. On the succeeding pages, the insights gained by teachers as educator and classroom teacher shall be discussed.

**Be Responsible in Acquiring Information.** As discussed, information in SNS are tons and as smart citizens, we ought to be responsible for getting and receiving information. Informant 3 explained how important an educator to be responsible in the information. As someone viewed significant in the society, educators should also be reliable on the information she shared with other SNS users.

It is further emphasized by informant 7 that educators should lead a good influence in utilizing SNS for the benefit of the students. Leading a classroom a teachers should radiate a positive energy.

**Professionalism.** Amidst the camaraderie brought by SNS in the lives of educators, it is important to maintain professionalism and stay on track with the duties and responsibilities of the profession they have chosen. Informant 1 strongly upholds the professional value of a teacher and how it should be maintained in the realm of SNS. Thus, Informant 9 also expressed some ideas to keep educators rooted in their profession and to avoid distorted ways as an educator. To stay focused and interested in teaching, educators are encouraged to set their aspirations on the success of their learners.

We are bound to teaching, so everything we do is special. We do things in a way that would capture every learner's attention and heart to learn. We made things easier for them so that they don't have any reason to be lazy in terms of studying. Also, with the help of SNS.

**Choose the Good Site.** Best is not always a good site, therefore the informants stressed how important a good site provides quality and reliable sources of information. As educators, the leaders of transforming young minds and role models, they are tasked to be extra careful and responsible in sharing and dealing information from the SNS platforms to feed on the students. Some information found on the SNS is corrupt, unreal, and misleading. Informant 5 delivered that choosing an authentic site could make a great difference in the lives of learners.

Additionally, informant 8 shared how important and necessary for educators to handpick some SNS platform sites that provides better and legitimate information for the future of the learners as they grow to be the next generation of hope in the nation.

## **4. CONCLUSIONS**

The greatest approach to use social media for academic productivity is something I'm always searching for. Social media appears to be a perfectly acceptable instrument for improving the teaching and learning process. As educators navigate social media throughout their careers, both the quality of instruction and the instructors themselves face challenges. They were able to jump ropes in the advantageous and disadvantageous hoops that made them understand the risk and relevance of SNS in the teaching and learning environment. As educators get more adept at using technology, they begin to appreciate the various services available especially in the platforms of SNS.

Still, social networking sites have had detrimental effects on educators personal and professional life. In order to teach individuals how to use social media platforms appropriately in their local communities, educators are sought after. In situations where educators are facing different challenges in utilizing social media platforms discussed by teachers in Monkayo West District, educators continue to look for the best possible way to overcome it. Despite being paralyzed by inadequate resources and restricted access; skilled educators were always searching for the most effective approach to escape this chaos.

It is not the digital illiteracy and less access to SNS that stops the teachers from doing great and effective in their career, nor the unsafe ground of social networking sites but rather their utmost sincerity and self-discipline to set and maintain boundaries in using SNS. Hence, the insights and experiences of teachers will be viewed relevant to find and create more distinguished solutions in the future. The ways that teachers employed to overcome challenges directed them to create innovative skills and resourcefulness. These insights fuel the determination of teachers to provide and build their resilience amidst the challenges in using social media. To the teachers, who successfully used SNS in the classroom with careful consideration, may their fruit of labor produce a good digital citizen. Amidst all these recurring issues and challenges we experience in the field, with all these issues concerning social networking sites, there will be a day to hope that we shared and imparted relevant values to create a healthy and balance lifestyle in a competitive world of social media.

## 5. ACKNOWLEDGEMENT

The author offers heartfelt appreciation to the professionals who provided competent judgment on the study tool and expert guidance and to all participants.

## 6. REFERENCES

- [1]. Darantinao, D. (2022). Education Against Fake News
- [2]. Donyei Z. (2007). Research methods in applied linguistics
- [3]. Barrot, J.S., Acomular, D.R. How university teachers navigate social networking sites in a fully online space: provisional views from a developing nation. *Int J Educ Technol High Educ* 19, 51 (2022).
- [4]. Bliss, L. A. (2016). Phenomenological Research: Inquiry to Understand the Meanings of People's Experiences. *International Journal of Adult Vocational Education and Technology (IJAVET)*, 7(3), 14-26.
- [5]. Castañeda, K. (2016). *Social Media101 for Teachers*
- [6]. Creswell, J. W. (2013). *Qualitative Inquiry & Research Design: Choosing among Five Approaches* (3rd ed.). Thousand Oaks, CA: SAGE.
- [7]. Fink, A.S. (2000). The Role of the Researcher in the Qualitative Research Process. A Potential Barrier of Archiving Qualitative Data. *Forum Qualitative Sozialforschung/Forum: Qualitative Social Research*, 1(3)
- [8]. Giorgi, A. (2012). Difficulties encountered in the application of the phenomenological method in the social sciences. *Análise Psicológica*, 3(14), 353-361.
- [9]. Kim, J., Pak, S. & Cho, Y.H. (2022). The Role of Teachers' Social Networks in ICT-Based Instruction. *Asia-Pacific Edu Res* 31, 165–174
- [10]. Sutton J. & Austin Z. (2015). Qualitative Research: Data collection, analysis, and management. *Canadian Journal of Hospital Pharmacy*. 68(3)
- [11]. Sutherland, K., Terton, U., Davis, C., Driver, C., & Visser, I. (2020). Academic perspectives and approaches to social media use in higher education: A pilot study. *International Journal of Teaching and Learning in Higher Education*, 32(1), 1–12.