For Me Lang Naman Ha: The Aftermaths of Social Media Influence on Gen Z's Identity

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Abstract— In this digital age, Generation Z — individuals who were born between the year of 1995 and 2012 — has embraced social media as a dominant mode of communication and self-expression. This study explores the influence of social media on the social identity of Gen Z, particularly on the self-perception and online presence. Through a qualitative research and in-depth interviews with the students of the school year 2024-2025 from Far Eastern University – Manila, the study examines how digital platforms shape the behavior, attitudes, and mindset of this generation. Findings of this study revealed that while social media fosters connection and entertainment, it also affects users' self-image and social interactions, often creating both empowerment and detrimental effects on their identity. Overall, this study highlights the power of social media as a path for connection and self-expression, but also opens a risk to self-identity which makes it essential to promote mindful and informed use among the Generation Z.

Keywords— Generation Z; self-expression; social identity; self-perception; social media presence.

I. INTRODUCTION

In today's era, the new way of communicating for most people, especially the younger generation like the Generation Z, is through social. As technology progresses, the life of the human race progresses as well, and helps us share various information through the internet – where many individuals have access to most of it. The exchanging of information becomes easy and fast, and many coming from Generation Z loved this for its convenience and accessibility. The accessibility of new technology to most Generation Z has impacted how they communicate with one another and how they see themselves or how they want others to see them which is what they call the social media standards that many from young generations follow (Sitompul et al., 2023).

Generation Z, ranging from 1995 to 2012, consists of adults, young adults, and teenagers who may seem to have a fond share of the use of technology, especially social media. Social media has become part of their lives, and nine out of 10 of most adults from Generation Z have viewed social media as entertaining, and 76% of those use this platform as an entertainment source. The same (91%) of the individuals said that social media is for connection, and meanwhile, the other side (43%) may have used this to isolate themselves (Skiera, 2024). The advancement of technology and the presence of social media have become so strong that it has affected individuals' lifestyles, social skills, behavior and attitude, and social identity of this generation (Sitompul et al., 2023).

This study aims to conduct in-depth interviews and qualitative research to critically analyze the aftermath of social media influence on the mind and self-identity of Generation Z. The responses of interviewees from Far Eastern University-Manila will help explore the impact of social media platforms on their behavior, attitudes, and mindset, which shape their self-identity. Many students relate to the effects of the digital era, where individuals in their generation may have spent more time on the internet than in real life.

Moreover, the findings indicate that social media plays a crucial role in shaping one's self-identity. Students note that social media can either inspire hope or create chaos, and with the vast increase in users and accessibility, information comes from various sources. Overall, the study highlights the power of digital media in sharing and gathering information and how this influence can either contribute to personal growth or negatively impact an individual's identity.

1.1 Statement of the Problem

This study aims to answer the following questions:
1.   What are the effects of social media influence on Gen Z's social identity in terms of:
    1.1 self-perception
    1.2 social media presence

1.2 Scope and Delimitations

This study focuses on determining the effects of social media influence on Gen Z's social identity within self-perception and social media presence. Timely social issues will be the basis of the effects among the Far Eastern University – Manila students, during the school year 2024-2025, who belong to Generation Z, which were born between the years of 1997-2012. The researchers will conduct an in-depth interview, in the said university, with the participants to gather the information needed for this study.

1.3 Significance of the Study

This research is important because it investigates how Far Eastern University Manila students, who are mostly from Generation Z, are impacted by media and how social media affects their ability to understand how social media influences their social identity. This research will clarify on how much social media impacts their critical thinking and interpretation

of media messages. The findings of this research will be beneficial to various stakeholders:

FEU Manila Students. Students can be made aware of how social media affects their perception of issues in society through their own critical analysis. This study aims to enhance their media literacy and critical thinking.

Educators and Academic Institutions. Educators can utilize the results of this study to better understand how social media affects the cognitive process of students. This can guide them on how to integrate media literacy into curricula, creating critical thinking and responsible media consumption.

Social Media Content Creators and Influencers. By knowing how their content is understood and received, content creators can produce more effective and responsible forms of storytelling that instill awareness and interest in social problems.

Academics and Researchers. The body of knowledge regarding the effects of media and critical thinking can be utilized as a reference for further research into online media usage and its psychological and social effects.

The General Public. Although public debate itself is increasingly shaped through social media, this research highlights the larger social importance of online consumption of digital media, as well as the importance of critical thinking for understanding content over the internet.

Lastly, this study aims to underscore the necessity for media literacy within these new digital ages, making students and the public more discerning consumers of information as they navigate the ever-evolving social media landscape.

II. Methodology

This study employs a qualitative research design to explore how social media influences the FEU Manila students in the aspects of self-perception and social media presence. The qualitative approach will be done because it allows for an in-depth understanding of students' perceptions, experiences, and interpretations that will be used to further strengthen the claims of this study and future research.

Respondents and Sampling Method

The individuals participating in this research are students from Far Eastern University - Manila, representing Generation Z, who frequently engage with social media platforms. A purposive sampling method will be used by the researchers that involves intentionally selecting participants. This is to ensure that the selected participants will fit perfectly to the specific objectives of this study, aiming for in-depth data and insights. The researchers will limit the number of respondents to three (3) Far Eastern University - Manila students who belong in the Generation Z that will be picked out inside the campus.

Data Gathering

To gather relevant data, the study uses semi-structured interviews. The interview questions are designed to encourage respondents to think critically to determine how social media works on their self-perception and their social media presence, especially when it is about social issues.

Meanwhile, the questionnaire consists of both open-ended questions to provide both qualitative insights and measurable patterns in responses. This interview will proceed in a 10-20 minutes face-to-face interview, with consented audio recording for transcription, that consists of 10 questions that focuses on critical analysis, effects, and personal perception of the respondents to obtain the desired answers for research problems.

By interviewing the respondents, this study provided a flexible and efficient way to collect data while ensuring that the perspectives of FEU Manila students were accurately represented.
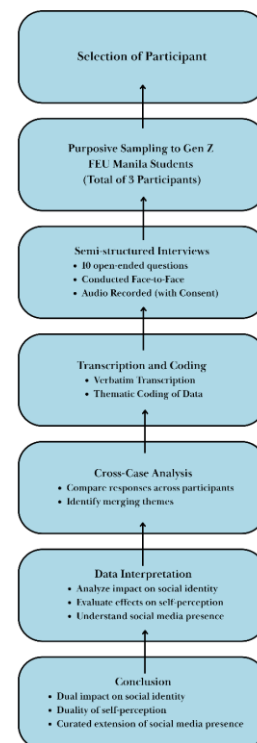

Figure 1. Conceptual Framework of Data Gathering

Data Analysis

This chapter introduces the analysis of the data collected, specifically the impact of social media on the social identity of Gen Z. This chapter introduces the analysis of the data collected, specifically the impact of social media on the social identity of Gen Z. Through the interpretation of participants' responses, this study attempts to identify patterns and insights regarding their experiences and views. A qualitative research design was used to examine the data collected through in-depth interviews with Far Eastern University – Manila students. This research design permits intensive probing of participants' subjective experiences and social identity construction.

According to Bosshardt et al., (2024) "Economic education research using qualitative methods enables a better understanding of social actions through the examination of people's perceptions and everyday experiences." which elaborates that the qualitative research, which the researchers

have chosen as one of the methods of analyzing the procedure, is an instrument that will further help the study form its overall hypothesis.

III.   RESULTS

The participants are three Far Eastern University students, who were born between the years of 1997 and 2012 which belong to the bracket of Generation Z. All of the three respondents report extensive use of social media, with a daily usage of more or less 12 hours. It has been part of their daily routines with a primary use for creative expression, leisure, social engagement, academic purposes, and staying informed with trends. The respondents also stated that they have been using common social media platforms such as Facebook, TikTok, Messenger, and YouTube, with some variation depending on their engagement preferences - whether it is for expressing, socializing, or browsing.

Social Media Influence to Social Identity

Theme 1. Brings dual impact on social identity

This theme shows that social media impacts Gen Z in both positive and negative ways, depending on how they consume the content they are engaging with. An updated theory about social identity (Tajfel, Turner 1979) stated that social identity of a person define itself based on social class, nationality, and religion or belief. A person establishing his or her self-identity through the use of social media can either be good or bad, depending on how you view yourself within the group you have found the belongingness you are looking for and how you view other people from the out-groups. Based on the cross-case analysis, the respondent expressed the balance that social media brings to their social identity. On the positive note, it provides empowerment, motivation, and a platform for self-expression - allowing users to find their voice, connect with others, and raise awareness about important issues. Respondent 2 recognizes that social media influence provides confidence and authenticity to a person.

> "*Sa ibang side naman ng* positive, it also creates confidence, authenticity, and expression." [On the other side of positive aspect, it also creates confidence, authenticity, and expression.] (Respondent 2, April 13, 2025)

On the other hand, the negative impact of social media influence was expressed as an environment that triggers insecurity, envy, and pressure to meet unrealistic standards particularly when users compare their lives with the curated content of others. Respondent 3 mentioned how overconsumption of social media leads to a mental exhaustion that affects their self-esteem.

> "*Bilang sa daliri yung mga maayos na tulog ko.* To be honest, it adds to the exhaustion of my body both mentally and physically. It keeps me wired to the internet, *pero sa sobrang* wired *parang naka shackles na ako; naka* chain *na ako sa* cellphone *ko*" [I can count on my fingers the times I've had a good sleep. To be honest, it adds to my exhaustion, both mentally and physically. It keeps me wired to the internet, but I'm so

wired that it feels like I'm shackled, like I'm chained to my phone.] (Respondent 3, April 13, 2025)

Social Media Influence to Self-Perception

Theme 2. Creates a platform for a duality of self-perception

This theme shows how social media can simultaneously empower and damage the views of the Gen Zs unto themselves. The cross-case analysis found that the respondents commonly share a description of social media as a double-edged sword when it comes to self-perception. While social media may seem to have some benefits, such as faster connectivity and self-expression, we still cannot deny the fact that it also carries some risks, such as the idolization of unbelievable beauty standards and social comparison, which can be detrimental to one's self-esteem (Humera, Farooq, & Farrukh, 2023).

> "Social media as a form of expressing oneself could be detrimental to their overall character because with social media they tend to create an exaggerated version of themselves." (Respondent 1, April 13, 2025)

Most of the respondents also acknowledge that social media influence affects how they define and refine their social identity. Respondent 3 points out that the role of algorithms in curating content people choose to engage themselves reinforces perspectives to help shape one's social identity.

> "In reality nakaka apekto 'yon sa social identity. Na sh-shape yung social identity mo, either ire-reject mo siya or imi-mimic mo na lang. It's subtle pero persistent yung epekto ng social media sa social identity." [In reality, it affects social identity. It shapes your social identity, either you reject it or you just mimic it. The effect of social media on social identity is subtle but persistent.] (Respondent 3, April 13, 2025)

Social Media Influence to Social Media Presence

Theme 3. A curated extension of self

This topic illustrates the way Generation Z crafts their digital persona as a manifestation of their identity, principles, and passions. Through the cross-case analysis, the researchers found that the respondents establish their social media presence by showing their authenticity. They tend to be intentional about what they post that allows them to express specific aspects of themselves - whether it may be through engaging in controversial discussions or meme culture.

> "Na e-establish siya sa pagiging consistent mo, being consistently good or passionate. You play games? Post about games. You like studying? Post about academics. Gusto mo magbasa? Post about books. Its consistency at what you care for at kung gusto mo ma establish yung image na yon." [It's established through your consistency—being consistently good or passionate. You play games? Post about games. You like studying? Post about academics. You love reading? Post about books. It's about consistency in what you care about and if you want to establish that image.] (Respondent 3, April 13, 2025)

Yet, some are caught between the desire to be real about themselves in social media and the need to perform for engagement and be cautious of what they portray. Respondent 2 emphasized the filtering system in posting on social media whereas people only tend to highlight the "best part" of their life.

"It can push me to highlight only the best parts of my life kasi ayun po as much as possible nga po gusto ko po talaga ang pinopost ko lang po talaga yung mga success ko lang po sa buhay." [It can push me to highlight only the best parts of my life because as much as possible, my posts only revolve to my successes in life.] (Respondent 2, April 13, 2025)

It shows that the social media presence of Gen Z is not random or not well-thought, it is carefully constructed through projecting what they are or what they want to be in a digital society. However, excessive use of it and careless browsing could lead to the negative side, which could affect one's self-esteem, mental health, or even their physical health (Jaiswal & Vidani, 2024).

TABLE 1. Cross-Case Analysis

Theme	R1'S Categories	Quotes	R2'S Categories	Quotes	R3'S Categories	Quotes
Brings dual impact on social identity	Algorithm, more negative or more positive, could be empowering or detrimental	"We can't exactly put a firm decision as simply being more negative or more positive to our social identity because what we see online is not what others are seeing too, since social media is made to cater to a specific algorithm that the person enjoys, As I said earlier, is the type of content that one person consumes. So, in the end, social media could have both empowering or detrimental as it all depends on the type of content."	not mindful of how we react online, confidence, authenticity, expression	"Ang negative side nito parang hindi po tayo nagiging mindful sa mga nagiging reaction, comment, or even po sa mga pinopost natin to the point na nakakasira po ito ng image natin sa social media or tinatawag po natin na digital footprint. Sa postive side naman po it also creates confidence and authenticity, and expression" (The negative side of it is where not mindful of how we react, comment, or what we post that could destroy our image, or what we call digital footprint. On the positive side, it creates confidence, authenticity, and expression.)	wired to the internet, space to wonder and expressing	"To be honest, parang it adds lang to the exhaustion of my body both mentally and physically, parang it keeps me wired sa mga bagay bagay sa internet, pero sa sobrang wired parang naka shackles na ako; parang naka chained na ako sa computer ko, but also it gives me space to wonder binibigyan ako ng space na maging expressive, binibigayan ako ng space to escape reality." (To be honest, it only adds up to the exhaustion of my body – both mentally and physically. Like, it keeps me wired to things in the internet but that too much-wired feels like I'm shackled; like I'm chained in my computer. But it also gives me space to wonder. It gives me space to be expressive and escape reality.)
Creates a platform for a duality of self-perception	Detrimental to one's character, Exaggerated version of self	"Social media, as a form of expressing oneself, could be detrimental to their overall character because with social media they tend to create an exaggerated version of their selves."	Tool for self-expression, Freedom to share	"I think social media is a powerful tool for self-expression, kasi it gives people freedom na or will na makapag share ng kanilang thoughts or creativity." (I think social media I s a powerful took for self-expression because it gives people freedom or will to share their thoughts or creativity.)	Double-edged sword	I view it as a double-edged sword, parang on one end effective sya to express your thoughts or messaging at ease of views,..on the other hand pwede karin matamaan ng sarili mong espada kasi ayun nga gaya ng nangyari sa akin, seven to twelve hours nag seselpon, parang di kana nagiging productive, parang performance breeds procrastination kumbaga." (I view it as a double-edged sword, on one end it is effective to expess thoughts or messaging at ease of use… On the other hand, you can also be hit by your own sword like me who uses phone 7 to 12 hours which make me unproductive. It like, performance breeds procrastination.)
A curated extension of self	Influence to others	"Social media influence would mold your social identity, which would then incline you to start establishing your social media presence in order to provide more social media influence to others. Basically, since you gather influencers from other people, you also want to influence those who haven't been influenced yet, these effects depend on your beliefs if your presence online is negative."	*Highlighting best parts*	"It can push me to highlight only the best parts of my life kasi ayun po as much as possible nga po gusto ko po talaga ang pinopost ko lang po talaga yung mga success ko lang po sa buhay." (It can push me to highlight only the best parts of my life because as much as possible, my posts only revolve to my successes in life.)	Consistency equals image	"Na eestablish sya sa ano, sa pagiging consistent mo at being consistently good or being consistently passionate sa isang bagay, you play games, post about games, you like studying, edi post about academics, gusto mo magbasa? Edi post about books. It's consistency at what you care for, at kung gusto mo maestablish yung image na yun." (It could be established through being consistent, and being consistently good or passionate. If you like to play games, post about one. If you like to study, post about one. If you like to read, post about one. It's consistency at what you care for and what image you want to establish.)

P1 = Participant 1, P2 = Participant 2, P3 = Participant 3

IV. Conclusions

Having the continuous growth, power, and influence of social media on Generation Z, this research study discovered that social media influence affects Gen Z's social identity through creating a curated extension of oneself, bringing a duality of self-perception and social identity with its distinct similarities and differences such as empowering or damaging one's social identity.

This study has learned that Gen Z is more concerned with how they present themselves chronically and also how they are viewed by the netizens, whether it is about culture, politics, social issues, sports, arts, music, etc. wherein social media influence plays a big role in shaping their self-perception while establishing their social media presence. This research used a qualitative approach to maximize the exploration of its impacts through using a set of questions that will lead to the attempt to answer the substantial questions of the study. With this research approach, it helped the researchers to gather data in a way that the participants will be able to state and share more of their experiences, beliefs, and perceptions on certain things that has been one of the foundations of this research to come up with the answers behind the rationale of how social media influence affects their social identity in terms of self-perception and social media presence.

After conducting this research, the researchers have learned that Gen Zs are more open, welcoming, and interested in talks that they believe in, especially on social media. Therefore, the researchers would highly suggest that future researchers must conduct and continue this study while allowing Gen Z to be personally invested in the conversation; in this way, they would not feel like they are being examined or assessed instead, being seen, heard, and valued.

This research paper can be used to create more studies and opportunities for developing or rediscovering the impacts of social media influence on Gen Z's social identity, particularly their self-perception and social media presence. In this way, the government and non-state institutions can formulate laws, policies, and programs that will help Gen Z to properly and responsibly manage the impacts of social media influence on their social identity. Meanwhile, the participants can use this research as an explanation of how social media influence affects their social identity's self-perception and social media presence, in such a way that could start movements for them to make themselves better consumers of such influential platforms like social media.

After conducting this research, the information that this study contains will serve as proof and credible data to come up with the other arenas to explore about the new existing problems with the impacts of social media on Gen Z's social identity and its underlying factors.

Therefore, this research paper proves that there is an immense power of social media on Gen Z's social identity, particularly on their self-perception and social media presence wherein it is creating a curated extension of oneself, bringing a duality of self-perception and social identity with its distinct similarities and differences such as empowering or damaging one's social identity.

V. Recommendations

Media Literacy

Being media literate is not just about knowing the specifics of how one should be media literate, but is fundamentally applying the theories, knowledge, and specifics into practice (Vidani, 2024). It is very important that the Generation Z are media literate in order for them to navigate the world of social media while having a substantial foundation of media literacy and moral compass that will serve as a guideline to safely and responsibly explore the wonders of social media. Media literacy is not something that can be attained by everyone but is something that should be possessed by everyone because it will serve as a framework for using social media in a more responsible and proper way without having to worry about getting persuaded by misinformation or disinformation mainly because one is media literate enough to decipher whether something is factual or fraudulent. In recent years, the younger generations like Gen Z are more socially active and chronically online compared to the past generations therefore it shows that the younger navigators are way more advanced in terms of maximizing social media. On the other hand, the truth is not everyone is capable of being a responsible media literate netizen because not everyone has had the opportunity to take classes or courses of media literacy or at least a professional guide. Being media literate is something that must be acquired by every social media user because it will fundamentally help them to assess information that they encounter as they surf on the internet.

Critical Thinking

Social media is one of the best platforms to spread information because of its wide range and its capacity to spread information the fastest way which is something that should only be used for good intentions and purposeful matters (Khan, 2024). On the other hand, that is not the reality of how social media is being utilized by a lot of social media users. As you surf on the internet, you will see that there's a lot of information that can be acquired through reading and consuming it. But the truth is, not everyone is able to critically analyze information making them vulnerable to be deceived by misinformation and disinformation which is something that could have been avoided only if they are media literate and are critical thinkers. When we say critical thinking, it is not just about having the means of questioning the validity, credibility, and the truthfulness of such information but going beyond what is in front of you. It basically means that you have to go further from what is given, do your research, ask questions, try to falsify the statements, test the information, and always think several times before believing such content on social media.

We have the fundamental constitutional right to freedom of expression but we cannot deny the fact that because of people's greed, the freedom that we have like to share what we want and express the way we are, are sometimes getting used by people to the extent of abusing it for their own interests, something that does not only bothers the violators but even the people around them. That is why critical thinking should always be recognized, prioritized, and practiced when navigating on social media because not everything you see is true, therefore not everything you encounter should be something that you will believe in. Learn to criticize and analyze the information that you get and see whether it is true or not. Consuming information from the internet could be really polarizing but if one is a critical thinker, that user will always have boundaries and standards which are something that every social media user regardless of age should always possess.

Emotional Intelligence

A lot of people use social media as a platform to express themselves without seeing the truth that one's opinion could be so powerful to affect somebody's emotions. Studies proved that social media is becoming a powerful world for its users to either influence one another in a good way or affect one another in the worst possible way (Vidani, 2024). That is why a big part of becoming a responsible social media user is becoming emotionally intelligent, it is something that not everyone is actually concerned about and that everybody thinks is important enough to be considered as we navigate on the internet. But if we are going to track back and see how emotional intelligence could have saved a lot of social media issues, problems, and concerns that should not happen in the first place if we only possess high emotional intelligence or at least basic human decency, we will realize that sometimes it's not about the most opinionated person who happens to have a lot of people on his or her side but actually being emotionally equipped to professionally handle a situation; it's not always if you are right or wrong but sometimes it is also about how you handle it. There are a lot of personalities on various social media apps, that appears to be a world of showcasing different sides of a social media user which is something that could really be empowering. On the other hand, it can also be something that could polarize and alienate oneself from its own through having multiple personalities and different variations that might lead to confusion for some people or even themselves. That is why basic human decency and having emotional intelligence is really crucial in order to assure that social media users are not only responsible consumers but are emotionally equipped navigators that not only think about the criticality of information or efficiency of media literacy but are also concerned about moral ethics simply by becoming emotionally intelligent. Basic human decency and having emotional intelligence is really crucial in order to assure that social media users are not only responsible consumers but are emotionally equipped navigators that not only think about the technicalities of information or efficiency of media literacy but are also concerned about the moral ethics of users simply by becoming emotionally intelligent.

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APPENDIX

Appendix A. Research Team

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Appendix B. Interview Questions

[1] 1. As a Gen Z, how much time do you usually spend on social media in a day? What are you using it for?
[2] 2. How do you perceive social media as a platform for expressing oneself?
[3] 3. How do you define social identity?
[4] 4. Do you think social media influence affects your social identity? How?
[5] 5. Do you think there are effects that social media influence brings on your social identity in terms of your self-perception?
[6] 6. What are these effects?
[7] 7. How do you establish your social media presence?
[8] 8. Do you think there are effects that social media influence brings on your social identity in establishing your social media presence?
[9] 9. What are these effects?

10. Do you think that social media influence brings more positive or negative outcomes to your social identity? Why?

Appendix C. Transcript of Interview

Interview Verbatim Transcript

Participant 1	Participant 2	Participant 3
Question 1, answer: "I cannot give an exact amount of time but I can see that I use social media the moment I wake up. My phone is the first thing that I check, and that goes on for the rest of the day when I'm not busy with my real life. The reason why I spend a lot of time online is because I like to make memes and art, so I can share across social media platforms and like to check the reactions and comments that I get from my posts."	**Question 1, answer:** "Ahh, for me po, usually mga twelve hours po kasi yung social media ko po kasi talaga nagagamit ko din po sya sa academic purposes and also for my uhm libanagan and for emergencies like for example yung mga ano ko groupchats or groupings, naka rely po ako dun sa mga apps like messenger so kailangan ko pong iopen yun, maging updated po ako, facebook po para nagiging updated po ako sa mga nangyayari and then yung mga ibangsocial medias like tiktok, youtube paradin po at the same time na eentertain ko rin po yung sarili ko sa araw na iyun, yun lang po."	**Question 1, answer:** "Sabihin na natin pagkasgising ko selpon, kumakain selpon, minsan nga tumatae nagseselpon, so give or take, mga seven to twelve hours, tapos I'll usually give an answer na peke na I do study na gumagawa ng research, hindi pre, nanonood lang ako ng memes, nagbabasa lang ako ng pdf mga ten minutes lang tapos syempre social media nag shishitpost din ako mga fb mga politics sa mga econ student. For pesonal use talaga social media."
Question 2, answer: As someone who has been browsing social media for a really long time, but I just want to clarify, this is only in my opinion, this is solely because of my own taste and the content that I consume, So I can say that social media as a form of expressing oneself could be detrimental to their overall character because with social media they tend to create an exaggerated version of their selves often times a caricature which would then later on translate in real life, well that's only what I think.	**Question 2, answer:** "Okay, uhm, for me, I think social media is a powerful tool for self-expression, kasi, it gives people freedom na or will na makapag share ng kanilang thoughts or creativity and also Identity in ways they might be able in real life, yun lang po."	**Question 2, answer:** "Sabihin ano, I view it as a double-edged sword, parang on one end effective sya to express your thoughts or messaging at ease of views, kunwari nag papadala tayo ng letter tapos aabutin ng araw, buwan, taon para makabalik sayo, in one click of a button the ease of use of social media and technology, napadali ang buhay natin, on the other hand pwede karin matamaan ng sarili mong espada kasi ayun nga gaya ng nangyari sa akin, seven to twelve hours nag seselpon, parang di kana nagiging productive, parang performance breeds procrastination kumbaga."
Question 3, answer: Social Identity for me is the characteristics of a person along with their roles in society. I believe that social identity is basically as the name suggests, social, meaning that your identity is rooted within the norms that you have to follow within the society.	**Question 3, answer:** "Okay po so uhm, ah for me ang social identity po ay kung pano mo po nakikita ang sarili mo in present time, and kung pano ka po nakaka relate din sa mga ibang tao sa social media yung share interest po, same interest, beliefs, values, and also communication sa communities na feel mo belong ka dun, yun lang po."	**Question 3, answer:** "Parang mahirap yun ah, it's a version of myself na nashashape ng interaction ko, how others see me, how I see myself, at paano nag co-collide yung dalawang yun, almost never magkasama, pero at least may introspection at tsaka may collision yung dalawang ops na yun, so dun nabuibuild yung social identity ko."
Question 4, answer: Yes, social media influence definitely affects my social Identity because through social media, we are made aware of the roles that we could play in society. Now, there are those who are unaware of their right to participate actively in politics or other such matters due to social constructs that hinder them, now, take women in underdeveloped countries, for example, often they are oppressed, but due to the available information and advocacies of women empowerment on the internet, women who are unaware of their roles begin to cultivate their social Identity in a wise and positive manner.	**Question 4, answer:** "Yes, definetley, yung mga content na nakikita ko, yung mga content creator yung mga friends ko sa facebook ang yungmga nag rereact sakin, ah, karamihan sakanila, they shape how I see myself and what I choose to share or value or even my mindset in life, yun po."	**Question 4, answer:** "Hmm, para sa akin oo, nakakaapekto ang social media sa social identity ko, kasi sa media ngayon may mga algorithms tayo na tinatawag eh kung saan ka nag eengage ayun ipapakita sayo, kung pala engage ka sa politika, papakita sayo ng fb, insta, politika, in reality ayun nga nakakaapekto yun sa social identity mo, nashashape yung social Identity mo either irerejct mo sya or imimimick mo sya it's subtle pero ayun nga persistent yung ganong epekto ng social media sa social Identity mo."
Question 5, answer: Yeah, yup	**Question 5, answer:** "Yes, for me po kasi it can change the way I view myself as the curated version of others' people's lives, sometimes parang it makes me compare myself to them even if I know it's not always real, kasi kahit na alam ko naman po sa ah hindi lahat sa social media is perfect hindi naman lahat nakikita ko ay totoo yun, may side parin po ako na may jealous na buti pa sya may perfect body, perfect relationship and etc., yun lang po."	**Question 5 & 6, answer:** "Oo talaga, kasi ganito ah, kapag cinocompare mo sarili mo dun sa kung cinocompare with the effect of social media sa social Identity mo or sa interaction based, base sa social identity mo,yung f to f na yun kumbaga, malayo yung comparison nilang dalawa, so yung effect ng social media sa akin malaki talaga effect nya sa social perception ko kasi, you begin to compare yourself sa mga taong hindi mo kilala subconciously kahit hindi mo tanggap, hindi mo alam, alam mo pero tinatanggap mo na lang, parang ganon, either yung failures mo parang na dodoble para sayo sa social perception mo kahit onti lang naman, tapos yung mga wins mo yung mga panalo mo sa buhay parang maliit lang sayo parang hindi sapat sayo, pero everyone has their own pace pero dahil sa social media na dedegrade yung pace na yun, kumbaga, if you get what I mean."
Question 6, answer: In terms of self-perception, as I mentioned earlier, social media, while it is able to empower others, it could also be detrimental to oneself. Social media often shows you this good parts of people's life, and as someone who has experienced this feeling before, I could say that I often felt envious of other people's circumstances or overall standing in life, this doesn't undermine the good influence may bring to oneself, but this effects are just as mentioned feelings of Either empowerment or envy, nor browsing the internet or social media is like playing a game of Russian roulette, you don't know what the next post will be that could have detrimental effect on you.	**Question 6, answer:** "Yes uhm, there are some positive effects po tulad po ng Im feeling inspired or motivated na parang siguro na mas siguro mas kailangan kong pagsikapan para po magaya din po ako sa kanila, but in the other hand, may mga negative effects din po iyun sakin invlding feeling insecure, not good enough, or constantly needing validation through comment and likes po, yun lang po."	

431

Question 7, answer:	Question 7, answer:	Question 7, answer:
Well, that's an easy question, you just establish it by posting online.	"Okay, as much as possible, I try to be authentic, but also curate my content to connect my personality and interest kasi ako po kasi hindi po talaga ako pala post sa social media pero napapakita ko po yung social media presence ko po sa pamamagitan ng pag story, pag myday sa aking mga kaganapan in life, and then sa pag react sa mga related story at the same time yung mga awareness na makaktulong sa ibang tao, yun lang po."	Na eestablish sya sa ano, sa pagiging consistent mo at being consistently good or being consistently, pa ano mo ba masasabi ito… passionate sa isang bagay, you play games, post about games, you like studying, edi post about academics, gusto mo magbasa? Edi post about books.it's consistency at what you care for, at kung gusto mo maestablish yung image na yun, it's a form of mimickry kumbaga, pero I digress dapat hindi mo inooversshare yung sarili mo, hindi ka rin nag uunder share, just leave enough room to be seen, kumabaga, ayun lang."
Question 8: answer: Yeah	**Question 8: answer:** "YES! What gets attention or validation online can shape what I post or how I present myself, even subconsciously."	**Question 8 & 9, answer:** In short, oo, para saakin, parang there's pressure kasi na imaintain yung image na binuo mo, sabi nga nila it takes years to build a repution, and only second to destroy it, yung mismong katahimikan mo magiging statement na yun sa isang bagay, kunwari tahimik ka sa isang political standing, sa isang political stance, in that sense your giving power to the oppressor kumbaga, yung simpleng silence mo sa isang bagay malaki na epekto nun sa social media presence mo pati na rin sa social Identity mo.
Question 9: answer: Well, let me first explain to you, it's basically a cycle at this point since social media influence would mold your social Identity, which would then incline you to start establishing your social media presence in order to provide more social media influence to others, basically, since you gather influencers from other people, you also want to influence those who haven't been influenced yet, this effects depend on your beliefs if your presence online is negative, then obviously it would have negative effects, then Vice versa	**Question 9: answer:** "It can push me to highlight only the best parts of my life kasi ayun po as much as possible nga po gusto ko po talaga ang pinopost ko lang po talaga yung mga success ko lang po sa buhay, yung perfecct life ko po kasi ayaw ko po talaga ilabas sa social media yung mga problema ko po, kung meron man po po akong ilalabas siguro selective lang po yung mga makakakita po nun then ano pa po ba uhm, or adapting trends po just to stay relevant even they didn't fully align with who I am like for example may mga memes po na nakakatuwa minsan naaano po ako na iimpluwesnya po ako na nagagaya ko in real life."	
Question 10, answer: Okay, you see, as I have mentioned from the previous questions, social media influence really varies from one person to another, we can't exactly put a firm decision as simply being more negative or more positive to our social Identity because what we see online is not what others are seeing too, since social media is made to cater to a specific algorithm that the person enjoys, As I said earlier, is the type of content that one person consumes. So, in the end, social media could have both empowering or detrimental as it all depends on the type of content.	**Question 10, answer:** "I would say both negative and positive, why, by I say it learns more ah negative where not mindful kasi for me ang negative side o nito parang hindi po tayo nagiging mindful sa mga nagiging reaction, comment or even po sa mga pinopost natin to the point na nakakasira po ito ng image natin sa social media or tinatawag po natin na digital footprint, sa postive side naman po it also creates confidence and authenticity."	**Question 10, answer:** "it depends on the situation,on the context at kung pano ko ginagamit, para sa akin to be honest, negative yung effect sa akin, insiomiac ako, natutulog, bilang sa daliri yung maayos na tulog ko sa buwan na ito. To be honest, parang it adds lang to the exhaustion of my body both mentally and physically, parang it keeps me wired sa mga bagay bagay sa internet, pero sa sobrang wired parang naka shocker na ako, parang naka chained na ako sa computer ko, but also it gives me space to wonder binibigyan ako ng space na maging expressive, binibigayan ako ng space to escape reality, para sa akin negative yung effect nya pero sa sobrang dependent ko na sa technology kung wala siguro yun nag combust na ako, sumabog na ako sa loob.

Appendix D. Research Ethics Documentation

This research adhered to the following ethical principles:

1. **Informed Consent:** All participants were provided with complete information about the study's purpose, procedures, and intended use of data before participating.
2. **Confidentiality and Anonymity:** Participant identifies were protected through anonymization of all data. Participants are referred to only as "Participant 1", "Participant 2", etc.
3. **Data Security:** All data was stored securely with access limited to the research team only.
4. **Beneficence:** The research was designed to generate knowledge that could benefit society through improved understanding of transportation preferences and needs.
5. **Respect for Participants:** The research respected participants' time, opinions, and cultural backgrounds.