

# **RESEARCH STUDY**



## **Extent of Cell Phone Usage and Academic Performance of BCM Students**

### **Objectives**

# Highlights

Results revealed that the BCM students had very good academic performance whether taken as a whole or classified according to certain categories, except for those who received daily allowance of less than Php 50, Php 101 - 150, and more than Php 150 who had outstanding academic performance. Results showed that the BCM students had a high extent of cell phone usage whether taken as a whole or classified according to certain categories except for those who received daily allowance of less than Php50 and above 8 children in the family who had average extent of cell phone usage.

Finally, the BCM students' extent of cell phone usage and academic performance were positively and significantly related. It may be concluded that the BCM students were highly exposed in modern technology such as using of cell phones and others, but they are well oriented on how to fit their attention between these gadgets and their studies. Otherwise, results suggest that it is essential to control the extent of cell phone usage among BCM Students in order to focus their attention in their academic performance and it also a way for a disciplinary behavior each student must know.

# Recommendation

1. Managers of different cooperatives in Iloilo City must continuously use their internet accessibility to improve not only their communication system but also for their convenience and improvement of the quality of their services to the members.
2. The cooperative itself should conduct training programs such as seminars, symposium, and orientations on information technology especially for employees to nurture their personal growth and development.
3. Cooperatives in general should be encouraged to have internet connection. If they do not have one yet or maintain and improve their internet access for their organizational advancement and development.
4. Other small businesses must create their internet connection to improve not only their communication skills but also their social capabilities.
5. BCM students should be aware of the extent of internet usage among selected cooperatives in Iloilo City so they can use in future endeavors. It can also help them utilize their internet knowledge in their potential employment.



**Name of Researcher:**

Calizo, Viene Dee D. &  
Pioquinto, Cherry F.

**Date Conducted/Published:** SY 2012 -2013

**School/ Institution:** West Visayas State  
University (WVSU) - College of  
Business & Management