

Who Connects Virtually: Understanding Social Media Connectivity Among Millennials

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Abstract: *Social media connectivity in the Philippines grows tremendously leading the Southeast Asian countries based on current statistics. This makes social media a popular platform among the new generations nowadays that enables them to browse, share, comment, and participate in virtual interaction. This study aims to identify the determinants of social connectivity among millennials in a rural community making use of the mixed research designs. The results revealed that the age and the numbers of friends of the social media users determines their connectivity on facebook. In addition, the social media interaction is driven by the aim of seeking peer attention and information and maintaining friendship.*

Keywords: *Social media, mixed method, determinants of social media interaction, facebook.*



The author is a college instructor at Naval State University teaching social science subjects. He attended several research conferences and fora as a member and as presenter. His research interest centered on politics and governance, social interaction, gender issues and disaster management.