BIBLIOGRAPHY

EMILY R. AGSAULIO-BRINGAS, October 2008. <u>Satisfaction Derived by Students of Lorma Colleges in Using the Internet</u>.

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ABSTRACT

The study aimed to identify the socio-demographic profile of the respondents and the different uses/purposes and frequency of utilization; the level of satisfaction derived by students in using the internet in Lorma Colleges; and determine the relationship between the level of satisfaction and the respondents' sex/gender, year level and course or department.

About 64% of the respondents are females, first year and belongs to the Nursing department.

Among the purposes/reasons in using the internet, entertainment ranked first (41%) followed by research (25%), and e-mail (24%). Online chat is the least (10%).

Internet was used often, two to three times a week by 58% of the respondents. Physical factors which include the internet room, reservation mode, computer units and availability of printer are rated moderately satisfied as well as

the quality of service. Quality of service includes accessibility, speed, operating system (Linux), technical support and technology (wireless connections). Their sex/gender, year level and course/department do not relate to the level of satisfaction in using the Internet.

There are existing problems/issues encountered by the respondents which include the slow connections, difficulty in finding relevant information, missing pages not found, it takes too long to view pages, limited number of computer units and some are not in good condition, limited knowledge on computer application, privacy and some sites are password-protected and requires registration.
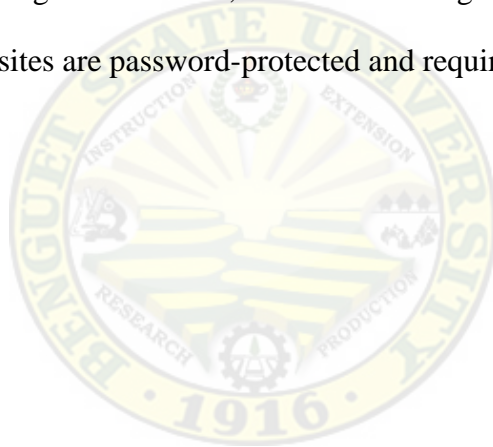
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INTRODUCTION

Background of the Study

"At a flick of a finger and a few seconds wait, the computer at your table can allow you to swim through millions of data and sift through and access pertinent information from computers located in the other side of the world. It can provide you with the latest CNN News abroad, the foreign exchange rates, legislative research, business trends, or just about any topic imaginable (Rosario-Braid & Tuazon, 1998)."

The new information and communication technologies offer immense opportunities to all societies and individuals for alternative, truly universal and often cheaper ways of accessing and disseminating information. Years back, most of us had never heard about the internet. We were informed about the Information Superhighway was coming. With continuous technology development especially on the information technology and communication this became a reality.

The information technology era is here, a revolution that redefines our life style, our work habits and leisure activities. It is perhaps one of the most life changing developments in the world's history since the invention of the television.

The internet is a computer network made up of thousands of networks worldwide, which are linked together by a high-speed communications system. You can become part of the net by linking your computer to it with a modem. All the computers pass information on to each other, so a connection to the net at one

point allows you to access computers anywhere else, just like an ordinary phone allows you to connect to any other telephone in the rest of the world. The internet, like the phone system, takes care of routing your requests to the appropriate place (King, 1999).

Nowadays, the use of Internet to search information and interact with personal contacts via electronic mail provides efficient means. Through this technology, it brings us closer in discovering new ideas and information, interacting with relatives, friends and other individuals who share the same interest in learning about our world, our identities and our futures.

The way we live and do business has been undergoing unprecedented changes through the years due to dramatic advances in information and communication technologies. The internet, for one has been a major contributory force.

In line with the objective of providing its students technology-enabled education, Lorma Colleges formally connected to the internet with a leading internet service provider in 1997. With this technological development, Lorma College students are given the opportunity to experience the tremendous wealth of knowledge residing within the internet.

Since then, the internet has provided Lorma Colleges students with almost unlimited access to knowledge available worldwide. It has given them the chance to communicate with people all around the globe through E-mail and MIRC

(multiple integrated relay chat) and surf the millions of sites available, for much needed data.

Despite the fact that internet use is not as prevalent as other forms of mass media, it is still providing definite alternative to the traditional media. As a result, more and more people are using the internet, but what are they getting out of it? It seems that there are three main gratifications being provided by the internet. The first is simply browsing, followed by information seeking, and finally entertainment. The browsing and exploration gratification users are receiving from the web can be seen as an extension of their affective and cognitive needs. Internet users are finding entertainment mainly from simply exploring what's out there (Hunter, 1996).

As mentioned by Piercey (2000), there is an emerging concern about the potentially addictive nature of Internet activities among college students. It has been observed that a significant minority of college students is apparently disregarding their studies and demonstrating very high Internet use instead. That is, students who are expected to manage their time effectively at colleges and universities, through committing sufficient time to keep up with the demands of their courses, are instead spending inordinate amounts of time in internet activities unrelated to their course work. Many are simply failing, and attributing their failure to their heavy internet use. It is as if college students have one more activity to distract them from academic expectations, and those without effective

study practices and self-discipline are falling victim to the lure of various internet pursuits.

Sawyer, Stacey et al (1997) stated that there are three principal ways of getting connected to the internet; (1) through school or work, (2) through commercial online services, or (3) through an Internet service provider.

The easiest access to the internet is available to students and employees or universities and government agencies, most colleges, and certain large businesses. College students have often been able to get a free account through their institutions. However, students and faculty living off-campus may not be able to use the connections of campus computers. Connections through universities and business sites are called dedicated connections and consist of phone lines that typically cost thousands of dollars to install and maintain every month. Their main advantage is their high speed, so that the graphic images and other content of the Web unfold more quickly.

Angleman (2000) cited that interactivity is certainly one of the unique characteristics of the internet. Users have an almost endless choice of interactive media available. We can price, or even purchase automobiles, read a book, chat, file income tax forms, shop, enjoy music, pay bills, order checks, browse museums or keep up to date on the entertainment industry. Of course, some individuals are interested in only news, and others, only daytime soap operas. Each group has a unique use for their media and through its use they are

satisfying a need for a particular type of stimuli. Information relating to the uses and motives of Internet users can be helpful in building profiles and predicting behaviors. Applications for use of this data could be advantageous in a number of areas, including marketing, design, education and psychology.

This research proposal will attempt to answer various questions, with an emphasis on the uses and satisfaction of the internet. By understanding what the internet is, how it came into being, and what people are doing with it, we will be better able to examine its effects to the society. The internet is not perfect. It has its flaws in the same manner that the people who make it work are imperfect. However, it is a powerful information, research and business tool we cannot simply set aside. Further, by examining these issues while the internet is still in its infancy as a mass medium, we may be able to avoid some of the problems that often come about when society changes from one to mode of communication to another.

Statement   of   the   Problem

The study was conducted to seek the satisfaction derived by students of Lorma Colleges in using the Internet. Specifically, the study sought answers to the following problems:

1. What is the socio-economic profile of the respondents in Lorma Colleges, San Fernando City, La Union?

2. What are the uses/purposes in using the Internet?

3. What is the frequency of utilization in using the Internet?

4. What is the level of satisfaction in using the Internet derived by students in terms of:

   a. Uses/purposes in using the Internet (research, entertainment, e-mail and online chat)

   b. Physical factors (Internet room and facilities, time allotment for surfing/reservation mode)

   c. Quality of service (accessibility, speed, operating system, technical support, technology)

5. What is the relation between the level of satisfaction and selected variables?

6. What are the problems/issues encountered by Lorma College students in using the Internet?

Objectives of the Study

This study has the following objectives:

1. To describe the socio-economic profile of the respondents of Lorma Colleges.

2. To identify the uses/purposes in using the Internet

3. To determine the frequency of Internet use.

4. To determine the level of satisfaction of students to the Internet in terms of quality of service and physical factors.

5. To correlate the level of satisfaction of internet with sex/gender, year level and course of the respondents.

6. To determine the problems/issues encountered by Lorma College students in using the Internet.

Importance of the study

The researcher conceived of making the study with the desire to find the importance of the Internet, its uses and satisfaction derived by

students of Lorma Colleges.

Results of this study will also give them an idea on how the Internet works as a new medium and the satisfaction of using such medium.

To the policy makers and policy implementers especially the Commission on Higher Education, through this study would be able to get useful feedback from policy recommendation for use in enriching the curriculum of colleges

especially at a time when they implement programs of equipping schools with computer and encouraging students to be computer literate.

To the educators and school administrators, through this study would be able to know the challenges as they embrace this new educational technology. The challenges are: technical support for hardware and software; teacher training and development; increasing effective use of the Internet to enhance student learning; and protecting students from inappropriate material on the Internet.

To the students, through this study would be able them to be aware of the impacts of the Internet to their studies and to society.

The results of the study will serve as feedback information to the school administrators and the MITS department as the lead department in handling the Internet Services.

The study serves as a model or pattern for further studies in the field of Development Communication or studies of similar context. Future researchers will benefit from the results of the study for they are provided data or findings that can be used for review and analysis.

Scope and Delimitation of the Study

This study was conducted during the Second Semester of School Year 2006-2007. The respondents were the college students of Lorma Colleges, San Fernando City, La Union. It covered seven (7) departments of the school such as: (1) Computer Studies & Engineering, (2) Science & Technology, (3) Nursing, (4) Arts and Sciences, (5) Medical Technology, (6) Physical Therapy, and (7) Radiologic Technology.

A total of 363 respondents were involved in the study which is 5% of the total population of 3,883. The Slovin Formula was used to determine the sample population of the students in the different programs of the college.

The students involved in the study were selected by way of random sampling where each class in the mentioned programs in each of the 7 departments involved, was represented.

This study was intended to stimulate discussion on the uses and satisfaction of the Internet. It was recognized that much study is yet to be done since there are very few studies regarding the Internet.

REVIEW OF LITERATURE

This section presents reviews on related literature concerning the study of the internet. These reviews were divided into two (2) subject matters: 1) on internet; and 2) on uses and gratifications.

On Internet

Gamble and Gamble (1999) cited that the media and emerging technologies alter the nature of communication experiences of people. Its content influences our thoughts and feelings about the world we live in. Large numbers of us no longer rely merely on the more traditional forms of media such as television, music, radio, film, and print for information. Nowadays, the use of internet to search information and interact with personal contacts via electronic mail provides efficient means. Through this technology, it brings us closer in discovering new ideas and information, interacting with relatives, friends and other individuals who share the same interest in learning about our world, our identities and our futures.

The internet is perhaps one of the most life changing developments in the world's history since the invention of the television in 1927 (Longboan, 2004).

Norton (1997) mentioned that some observers believe that the internet is having the same kind of fundamental impact on modern society as the invention of the printing press had in the 15th century. It is encouraging a giant leap forward in the same process – it is increasing the availability of information and the ease and speed of communication. By connecting millions of computers, the internet makes it possible for a computer user anywhere in the world to exchange text, pictures, movies, sound, computer programs, and anything else that can be stored in digital form with anyone else in the connected world.

Fagerlind & Kilhman (2000) stated that we often consider the internet to be the medium of the information society. Everyone can take part of the information, but the internet gives us opportunities to take part of information that previously were more difficult to reach. This means that in the long run the internet could be a medium that could erase borders or the opposite, strengthening already existing segregation.

The birth and rise of this network of networks, collectively known as the internet, has thrown many social norms and institutions into question. Today, in the internet, we may be seeing the slow death of the traditional centralized mass electronic media, such as television and radio, and the rise of a new decentralized, computer based, "wired" media. The internet is likely the first

medium in history that allows virtually anyone to publish a message to a potentially mass audience. No longer is the medium the message; instead, the internet has made the masses the message.

History of the Internet and Philippine Demographics

The World Book Encyclopedia (2000) indicated that the internet as information communication technology began to take shape in the 1960's. The United States Department of Defense began investigating means of linking various computer installations together so that their ability to communicate might withstand a possible nuclear warfare. The Defense Department through its Advanced Research Projects Agency (ARPA), initiated the ARPANet to link a systems network of university and military computers. The network's operating protocols (rules) laid the groundwork for relatively fast and error-free computer-to-computer communication. Other networks adopted these protocols, which in turn evolved as new computer and communication technologies became available. Throughout the 1970's, the ARPANet grew at a slow but steady pace. Computers in other countries began to join the network. Other networks came into existence as well. The internets' breakthrough to mass popularity occurred in 1991 with the arrival of the World Wide Web. The web is just one of the things you can access on the internet; it is the pages full of links that take you to other pages. Because

the web is so easy to use, it's the most public face of the internet and most web browsers also allow you to access other features of the internet, like email and downloading files to your computer.

In a research conducted by Nielsen-Netratings (2003) over half a billion people worldwide now have internet access. The research company's latest study indicates that 580 million people have internet access, compared to 563 million in the third quarter of 2002. The U.S. has the largest internet population, accounting for 29 percent of the global access universe, followed by Europe with 23 percent, Asia & the Pacific with 13 percent, and Latin America with 2 percent.

In the Philippines, however, barely two percent of the total Philippine population is connected to the internet according to TESDA survey. The country's current population stands at 82.7 million based on projections made by the National Statistics Office (NSO). Out of the 1.37 million PCs installed in the Philippines, 69 percent are found in private businesses while only 13 percent are used in households. At present, there are 204 registered internet service providers (ISPs) with about 4 million users, according to the National Telecommunications Commission (Longboan, 2004).

In 2002 (Toral), the Philippine Internet Demographics shows that around 7 million Filipino Internet Users (FIU) estimated by the year 2005. Internet users

are those with access to the internet whether through its own PC, corporate facility, schools, and internet cafes, among others.

Uses of the Internet

According to King (1999), the arrival of browsers further simplified use of the internet, and led to staggering growth. Today, tens of millions of computer users access the net daily. The internet provides access to a wealth of information on countless topics contributed by people throughout the world. The user has access to a wide variety of services such as vast information sources, electronic email, file transfer and multimedia displays, among others that help shape our lives as students, professionals, entrepreneurs, family members, friends, and customers.

Cerf (1999) mentioned that as the most powerful kind of mass media ever invented, the internet offers multiple points of view and dialog in ways unimplementable by a traditional one-way, mass media. The content of the internet is virtually unlimited. The medium does not contain the earlier stricter boarder between usefulness and leisure, fact and fiction, news and entertainment. No one knows how many files reside on the internet. The number runs into a few billion and is growing at a rapid pace.

The internet is a self-publishing medium. This means that anyone with a small amount of technical skills and access to a host computer can publish on the

internet. Because of this, we must assume that people have different reasons in using the medium.

The major uses of the internet include electronic mail, entertainment, research and chat.

The reason so many people use the internet has more to do with content than connectivity. As it exists today, there is a huge amount of information available through the internet. For many users, it is a valuable source of news, business communication, entertainment, and technical information (Rosario-Braid & Tuazon, 1998).

Probably the most popular use of the internet and the web is e-mail, also called electronic mail. Virtually every internet user is assigned an electronic address from which e-mail messages are sent and at which they are received. The internet carries hundreds of millions of e-mail messages each day.

Anyone with e-mail account can send messages to other users of the internet and to many networks connected to the internet. E-mail is a cheap, convenient and ultra-fact communications medium for sending messages to anywhere in the world without incurring long distance charges. It is reckoned that delivery time for an e-mail message from the Philippines to the United States takes less than 10 seconds. E-mail is simply light-years ahead over the regular stamp and envelope routine (Rosario-Braid & Tuazon, 1998). It also permits users to attach data files and program files to messages.

In addition to the e-mail, the internet also supports a form of public bulletin board called news. There are more than 10,000 news groups, each devoted to discussion of a particular topic. The World Wide Web (the web or WWW) was created as a method for incorporating footnotes, figures, and cross-references into online hypertext documents in which a reader can click on a word or phrase in a document, and immediately jump to another location within the same document, or to another file. The Web is the fastest growing part of the internet (Norton, 1997).

The internet is like a vast library, containing as much knowledge on every subject as might be held in millions of books. Because of the ease with which information is stored on computers, and the speed with which it can be accessed, the internet is a popular first stop for many people performing research. Students can access databases to find material related to homework assignments or courses of study. While most students are able to complete library research within the library normal hours of operation, the internet offers an advantage to those who cannot. The internet is "open" at all hours of the night or day, every day of the week, and even on holidays. For this reason, the internet is of great advantage as a research tool (Browne, 2000).

A popular feature of the net is chat. Usually special software, users can gather in electronic "chatrooms" and send typed messages back and forth, discussing topics of common interest. On entertainment, the internet also features

many web-based games with animation, sound effects, and music. Game players can challenge players in distant countries to tournaments (The World Book Encyclopedia, 2000).

Who is using the Internet?

People from all walks of life are using the internet. Business professionals, stockbrokers, government workers, politicians, doctors, teachers, researchers, students, monks, kids, the elderly, soldiers, parents, entertainers, social workers, and movie stars – virtually everyone who wants to succeed in the information society is using the internet (Hofstetter, 2003).

Oliva (2003) mentioned that the survey conducted by Digital Filipino from May to September 2003 based on a random survey of more than 1,000 internet users in the Philippines showed that the number of women spending in front of computer screens surfing the internet has surpassed the number of Filipino males. It also noted that young people make up the majority of internet users in the country. On the average, filipino internet users spend at least 14 hours a week online. E-mail, web browsing, instant messaging, accessing entertainment information, and reading news were found as the top internet activities of Filipino users. It also found that those who have been online for more than six years tend to read less from newspapers and magazines versus those who have been using the internet for only a year.

According to Schau (2000), U.S. data show higher internet use rates among younger people. Those aged 18 to 24 had the highest use rate in 1998. Individuals between ages 25 and 34 had the second highest use rate. The 35- to 44-year-old group had the next highest use rate. The relatively high internet use rates for younger people are attributable, in part, to their early introduction to the internet. Many people in these groups first used computers in school and, as a result, are more likely to be computer literate. This early exposure may also help explain lower use among older age groups. Many older people are less familiar and comfortable with computers because of a lack of exposure or formal training and thus are less likely to use the internet.

<u>Benefits derived from Internet</u>

There are great advantages in hooking-up to the internet. As often said, the potential uses of the internet are virtually boundless. The benefit of the internet is that it can bring us closer to what is known as a "paperless society." With the internet, data is transmitted via electronic impulses. There is, therefore, a lesser need for paper to facilitate business and day-to-day household transactions. Another benefit of using the internet is that it can minimize the need for travel. The internet can also help ease the traffic congestion in Metro Manila. Since access and delivery of information through the internet is done by electronic impulses, there is then a lesser need for messengers to ferry documents from one

office to another. This, together with the lesser need to hold meetings personally, undoubtedly can mean reduced traffic transmitting to higher efficiency and huge savings for business and government (Rosario-Braid & Tuazon, 1998).

On   Uses   and   Gratifications

Before television was widely available, scholars were trying to understand what uses audiences made of the available media and what gratifications they derived from exposure to what they selected. Many audiences seek content from the media that they anticipate will provide them with certain kinds of experiences. In other words, they are receivers who want to use the information in some way or to obtain satisfactions that they anticipate. To provide answers, the uses and gratifications theory was developed to try to explain why audiences do not passively wait for media messages to arrive. It seeks to explain why, instead, audiences are active, deliberately seeking out forms of content that provide them with information that they need, like, and use (Defleur & Dennis, 1994).

As cited by Kahayon & Aquino (1999), Dr. Abraham M. Maslow believes that people are responsible for their actions and that they have "free will" and that their drive is towards growth and self-actualization. According to him, as the lower needs are met, we tend to move upward to meet the next higher level of needs. The lower order needs are very powerful. They have to be satisfied first before we can go to the higher needs. And even if we have progressed to the

higher needs, if satisfaction of a lower need is thwarted, we will move down again to the lower need until it is met (Bustos, et al, 1999).

Baran (2001) states that the "uses and gratifications" approach claimed that media do not do things to people; rather, people do things with media. In other words, the influence of media is limited to what people allow it to be.

People were found to be active and not passive in selecting media content for personal uses and gratifications. Influenced by their individual differences, category memberships, and social relationships, people made their own decisions as to what they wanted to read, hear, and view from the media. The uses and gratification theory focused on the process by which specific messages from specific media selectively reached specific segments of the audience. It stated that people themselves decided what content they would attend to from what medium, and that their decisions were influenced by their personal interests, desires, values, and habits of seeking gratifications of various needs. The theory has earlier been the starting point for many studies about media use and during the years it has been developed in compliance with results from scientific research. With some adoptions and modifications this theory can be applied on research on the use of the Internet. (Defleur & Dennis, 1994).

Baran (2001) cited that media do not do things to people; rather, people do things with media. In other words, the influence of media is limited to what

people allow it to be. Audience has certain needs or drives that are satisfied by using both nonmedia and media sources.

Defleur & Dennis (1994) stated that the theory has not previously been formally stated as a set of propositions, but, in summary, its basic ideas are as follows:

1. Consumers do not passively wait for messages to be presented to them by the media.

2. Audiences are active in that they make their own decisions in selecting and attending to specific forms of content from the available media.

3. Those choices are made on the basis of individual differences in interests, needs, values, and motives that have been shaped by the individual's socialization within a web of relationships and category memberships.

4. Those psychological factors predispose the person to select specific forms of media content to obtain diversion, entertainment, and respite or to solve problems of daily life in particular ways.

5. Thus, audience will actively select and use specific forms of media content to fulfill their needs and to provide gratifications of their interests and motives.

Hunter (1996b) cited that amongst all of the hype and social changes caused by the Internet explosion, it appears that we do not truly understand what this new medium is, how it works, and how it is being used. The common belief is

that the Internet is a fairly recent development, when it has in fact been around for more than twenty-five years. Learning how people use this new medium is imperative; as it will help us better understand the social dynamics of the internet, and how it will change society as a whole.

## METHODOLOGY

Locale of the Study

Lorma Colleges was founded in February 1970 by Dr. & Dra. Rufino N. Macagba, Sr., both doctors-educators. They established Lorma Colleges to fill the need for a nursing school in support of the fast expanding Lorma Hospital, founded 36 years earlier. The name LORMA stands for their family names: LOR-enzana, the maiden name of Dr. Crispina Macagba and MA-cagba.

Lorma Colleges is an educational institution in San Fernando City, La Union serving for over 36 years in paramedical and computer education. It envisions itself to be a vital institution in building competency, leadership and Christian social concern among the region's youth.

From School Year 2000 to present, Lorma Colleges has been awarded as the Center of Development for Excellence (CODE) in Information Technology Program in Region I.

The Main Internet Room is located beside the college library at the second floor of the new building of Lorma Colleges. The Internet Room facilities include 78 computer units running on Lorma Linux operating system developed by Lorma Colleges, 5 Epson color printers, 2 laser printers and 1 scanner with OCR. It operates from Mondays to Saturdays
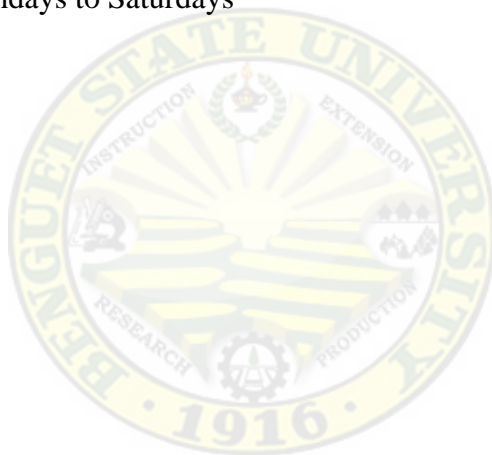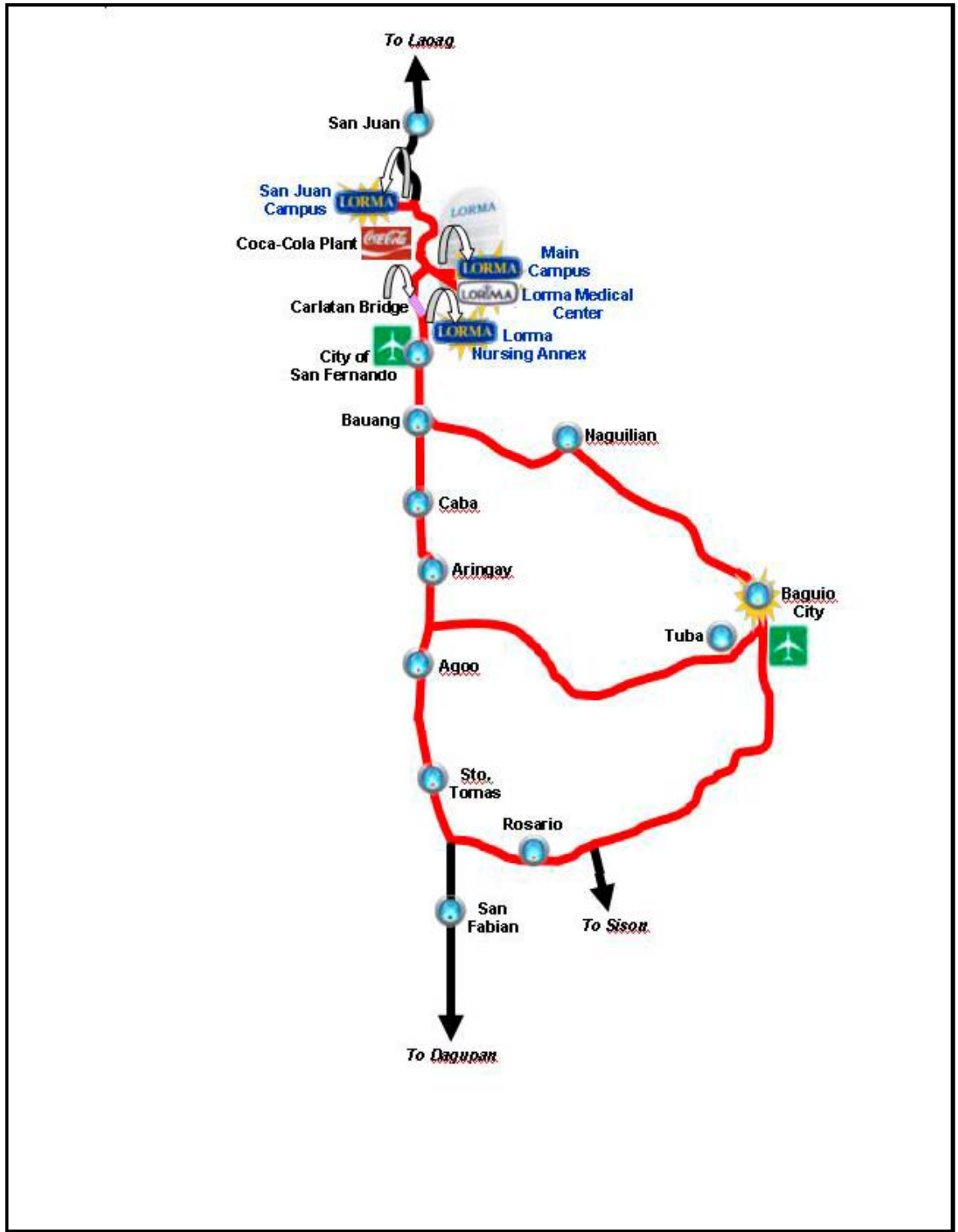
Figure 1. Lorma Colleges Location Map

from 6:00 AM to 12 AM, Sunday – 7:00 AM to 12 midnight. It is closed during school activities and holidays.

Internet Room Services include unlimited internet access to students on a first come-first served basis, laser and color printing, image scanning, CD or DVD writing, OMR services.

Reservation mode was being done for an hourly use. An allowance of 15 minutes is given to "reserved users" to make use of their reserved time slot. If the 15 minutes allowance had passed, the reservation will be forfeited. Walk-in users may proceed to the Internet Room and ask if there is an available unit. Walk-in users are users that wanted to use the Internet Room but were not able to make a reservation. They can be allowed to use the unoccupied or forfeited reserved computers after 15 minutes from the start of the time slot. Banned websites at the I.R. are any pornographic website, miniclips.com, neopets.com, youtube.com and friendster.com (banned during day time only).

Respondents of the Study

The respondents of the study are the students of Lorma Colleges from the different courses/departments namely: (1) Computer Studies & Engineering - BSCS, BSIT & BSCoE, (2) Science & Technology Institute – CT-Programming, Technician & BioMedical Technology, (3) Nursing, (4) Arts and Sciences – Psychology, Education & Business Management, (5) Medical Technology, (6)

Physical Therapy & Health Services Management, and (7) Radiologic Technology.

Only the students who are enrolled during the Second Semester of School Year 2006-2007 in the different departments will be included in the study.

To determine the sample population of the students in the different programs, the Slovin Formula (Sevilla, 1994) was used.

$$n = \frac{N}{1 + Ne^2}$$

Where n = sample size

e = desired margin of error (5% was used in the study)

N = Population size

$$n = \frac{3883}{1 + 3883 (0.05)^2}$$

$$n = \frac{3883}{1 + 9.71}$$

$$n = \frac{3883}{10.71}$$

n = 362.56 or 363 (sample size)

Table 1. L.C. Summary of Enrolment, 2nd Semester, SY 2006-2007

Course	Male	Female	Total
1. AB Psycho			
1st year	1	7	8
2nd year	0	10	10
3rd year	2	4	6
4th year	2	4	6
2. BS Education			
1st year	2	1	3
2nd year	3	4	7
3rd year	0	0	0
4th year	1	3	4
3. BS Business Management			
1st year	10	6	16
2nd year	12	12	24
3rd year	1	5	6
4th year	6	4	10
4. BS Computer Engineering			
1st year	21	7	28
2nd year	15	3	18
3rd year	9	3	12
4th year	16	8	24
5th year	8	9	17
5. BS Computer Science			
1st year	14	5	19
2nd year	4	2	6
3rd year	4	3	7
4th year	7	4	11
6. BS Information Technology			
1st year	47	26	73
2nd year	48	16	64
3rd year	30	5	35
4th year	12	4	16
7. BS Information Management			
1st year	0	0	0
2nd year	0	0	0

3rd year	0	0	0
4th year	0	0	0

Course	Male	Female	Total
8. BS Medical Technology			
1st year	8	17	25
2nd year	12	26	38
3rd year	7	9	16
4th year	3	6	9
9. BS Nursing			
1st year	291	621	912
2nd year	225	648	873
3rd year	174	417	591
4th year	190	450	640
10. BS Health Services Mgmt			
1st year	7	4	11
2nd year	2	4	6
3rd year	1	2	3
4th year	1	0	1
11. BS Physical Therapy			
1st year	10	8	18
2nd year	6	11	17
3rd year	1	7	8
4th year	4	7	11
5th year	0	3	3
12. BS Radiologic Technology			
1st year	26	10	36
2nd year	29	24	53
3rd year	22	24	46
4th year	11	10	21
13. BioMedical Technology			
1st year	6	0	6

2nd year	7	0	7
3rd year	5	1	6
14. Computer Technology-Programming	11	5	16
1st year	7	7	14
2nd year			
15. Computer Technology-Technician	27	4	31
1st year	35	0	35
2nd year			
TOTAL	1403	2480	3883

Table 2. Total Population of Students in the Different Courses

Department	Computer Studies & Engineering	Science & Technology	Nursing	Arts & Sciences	Medical Technology	Physical Therapy	Radiologic Technology	Total
Male	235	98	880	40	30	32	88	1403
	235x9.35%= 22	98x 9.35%= 9	880x9.35%= 82	40x9.35%= 4	30x9.35%= 3	32x9.35%= 3	88x9.35%= 8	
Female	95	17	2136	60	58	46	68	2480
	95x9.35%= 9	17x9.35%= 2	2136x9.35%= 200	60x9.35%= 6	58x9.35%= 5	46x9.35%= 4	68x9.35%= 6	
Total	330	115	3016	100	88	78	156	3883
Sample Size	31	11	282	10	8	7	14	363

Table 1 shows the total population of the students based on the actual count and computation. In Computer Studies and Engineering department, there were a total of 235 male students, and 95 female students. In the Science and Technology department, there were a total of 98 male students and 17 female students. Nursing department shows the greatest number of students with 880 male students and 2136 female students. Arts and Sciences department have 40 male students and 60 female students. Medical Technology department have 30 male students and 58 female students. Physical Therapy department have 32 male students and 46 female students. Radiologic Technology have 88 male students and 68 female students. A total of 3883 students make up the entire population of students   of   the   study

Stratified sampling was used to take the sample size for each course. Stratified sampling is used when the population being sampled is not homogenous, the random sample drawn may not be representative of the population. In such a case, the population is divided into homogenous groups called strata. Samples were then drawn from each of the formed strata either by simple random sampling or by systematic sampling with a random start (Mercado, 1990).

The formed strata are the different courses, which are Nursing, Medical Technology, Physical Therapy, Radiologic Technology, Computer Studies and Engineering, Arts and Sciences and Science and Technology. Using Slovin's

formula therefore, the total sample sizes for each of the courses are: Computer Studies and Engineering 31, Science and Technology 11, Nursing 282, Arts and Sciences 10, Medical Technology 8, Physical Therapy 7 and Radiologic Technology 14. The actual sample population therefore of the study is 363.

Instrumentation

The study made use of the questionnaire checklist method as its primary source of data gathering. Survey questionnaires were employed to collect information on the respondents' socio-demographic profiles, purposes/reasons in using the Internet and frequency of use, and level of satisfactions to Internet facilities & services and problems encountered in using the Internet.

Data on the profile of students according to sex, course and year level were gathered.

The instrument was administered to students in the different courses during their classes after the instructors had been contacted to identify a convenient class date and time for testing. At the time of instrument administration, all participants were asked to complete the survey and will be informed that the results of their scores will be used for research purposes.

Collection, Analysis and Interpretation
of Data

This study made use of the descriptive method of research. Descriptive since this involved the description, recording, analysis and interpretation of conditions that exist (Calderon & Gonzales, 1993).

The descriptive method was used to analyze and describe the uses and gratifications derived by Lorma College students from using the Internet.

The study also made use of descriptive and inferential statistics in order to arrive at meaningful interpretations. The 0.05 level of significance will be used in accepting or rejecting the hypothesis. Major findings were summarized, conclusions were drawn from the major findings and recommendations were formulated to serve as guideline in the enrichment of the use and gratification of the   Internet.

The weighted mean was used in analysis and interpretation of data on the levels of satisfaction in using the internet. Below are the statistical limits of weighted means for interpretation.

Numerical Value	Statistical Limits	Descriptive Equivalent Rating (DER)
5	4.51 – 5.00	Very highly Satisfied (VHS)
4	3.51 – 4.50	Highly Satisfied (HS)
3	2.51 – 3.50	Moderately Satisfied (MS)
2	1.51 – 2.50	Slightly Satisfied (SS)
1	1.00 – 1.50	Dissatisfied (D)

The SPSS 11.0 statistical software was employed in order to draw inferences or generalizations for Pearson product-moment correlation.

The researcher made some initial interview to selected students of Lorma Colleges on the uses of the Internet at the Main Internet Room located at the Main Campus. Most answers sought were on the four mentioned uses/purposes such as Electronic Mail, Research, Entertainment and Chat. The Main Internet Room opens as early as 6:00 AM until 12:00 midnight and accommodates students on reservation mode.

Treatment of the Data

Descriptive statistics was used to analyze and describe the data that will be gathered. Data collected will be tallied and presented in tabular form.

For problems No.1 to No. 4, frequency, percentages and weighted mean were used to identify the uses and gratifications as well as the extent of use and gratification and profile of the respondents. The weighted mean of each item in the questionnaire were computed by multiplying each mid-value by the corresponding frequency, then summing the product and dividing by the number of items.[4]

The formula is:

$$X = \frac{f}{n}$$

Where:

X = weighted mean

f = frequency of responses

f = number of responses under each scale

n = total number of responses

To get the percentage, the following formula will be used:

$$\% = \frac{n}{N} \ \text{x} \ 100$$

Where:　　　n　　= is the actual no. of respondents

　　　　　　N　　=　　total　　no.　　of　　respondents

For Problem No. 5, the Pearson Correlation was used to determine the significant relationship of profile of respondents and the extent of use and satisfactions the Internet.

CONCEPTUAL FRAMEWORK

Amongst all of the hype and social changes caused by the Internet explosion, it appears that we do not truly understand what this new medium is, how it works, and how it is being used. The common belief is that the Internet is a fairly recent development, when it has in fact been around for more than twenty-five years. Learning how people use this new medium is imperative; as it will help us better understand the social dynamics of the Internet, and how it will change society as a whole (Hunter, 2004).

In our field study about the use of Internet, we examine and use previous results from research based on the theory about uses and gratification. These previous results have especially been used when we formulated the main issues to be examined: what do students do on the Internet, what motives are behind this use and what are they interested in. The theory is the foundation for many of our independent variables in the study.

The researcher conceptualized that the socio-demographic profile of the respondents, uses/purposes of Internet and the frequency of use are related to the level of satisfaction derived from using the Internet.

Figure 1 in the following page shows the operational paradigm of the study. This capsulized the direction of the study. In three sections: the independent variables, moderator variables and the dependent variables.

The independent variables include the following: 1) Internet uses (Research, Entertainment, E-mail and Chat; and 2) satisfactions derived from the Internet.

The dependent variables on the other hand, include the 1) Internet uses and their extent of use (Always, Often, Sometimes, Seldom and Never); and 2) Level of Satisfaction (Very Highly Satisfied, Highly Satisfied, Moderately Satisfied, Slightly Satisfied and Dissatisfied).

The uses and satisfaction of Internet derived by students are moderated by their sex/gender, course and year level.

Independent Variables

Dependent Variables

1. Internet uses
   - Research
   - Entertainment
   - E-mail
   - Chat

2. Satisfactions
   derived

1. Internet uses and
   their extent of use
   - Always
   - Often
   - Sometimes
   - Seldom
   - Never

2. Level of Satisfaction
   - Very Highly Satisfied
   - Highly Satisfied
   - Moderately Satisfied
   - Slightly Satisfied
   - Dissatisfied

Moderator Variables

- Sex/Gender

-         Year Level

-         Course
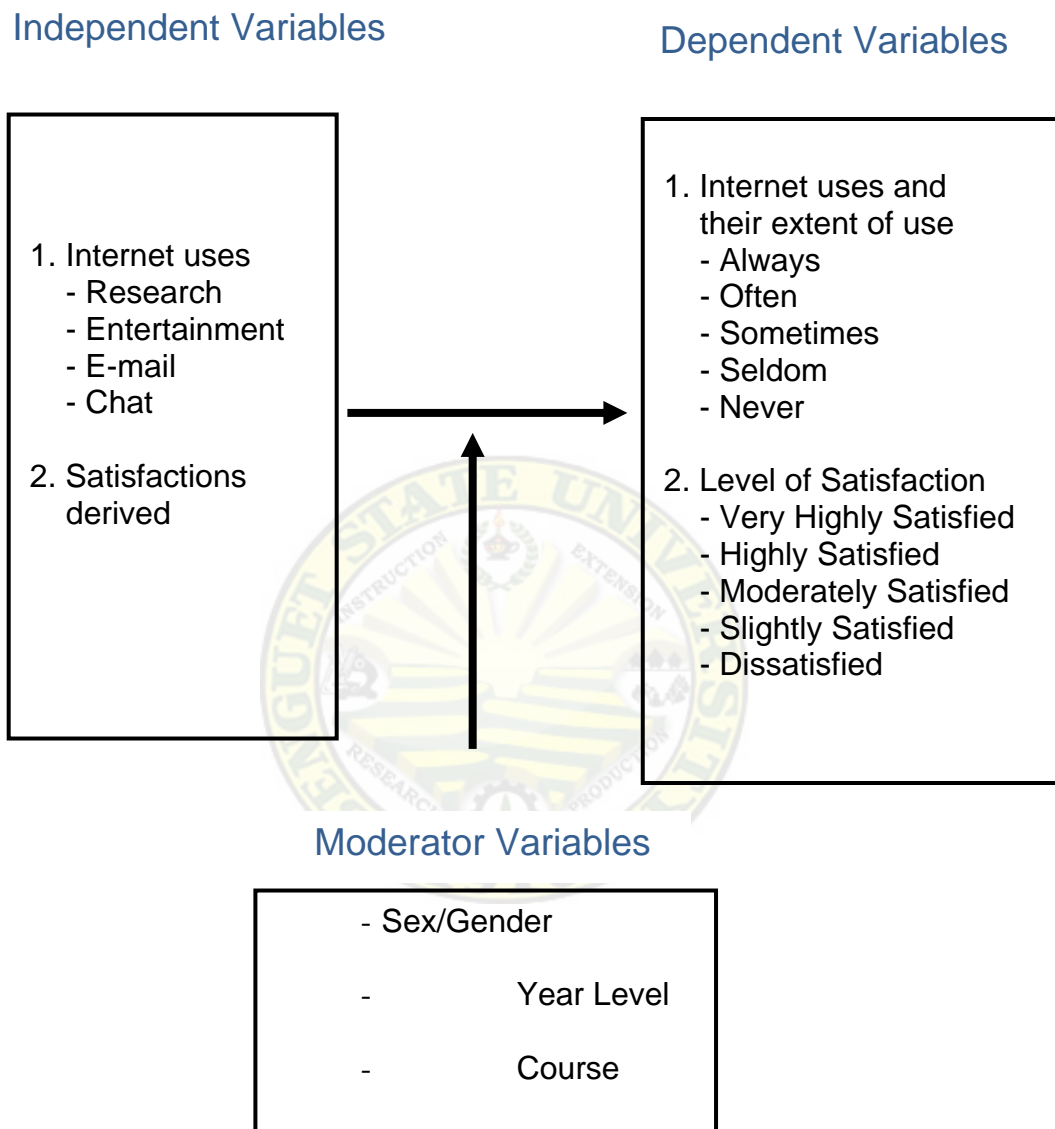
Figure 2. Paradigm of the study

Definition of Terms

The following terms are operationally defined for easier understanding of the study.

Satisfaction – refers to the contentment or fulfillment derived by the students from using a medium like the Internet.

Internet – refers to the network of thousands of computer networks that allows computers to communicate with one another. It connects people to places throughout the world, making available more information that people could read in a lifetime.

Purposes/Reasons in using the Internet –purposes/reasons of using the Internet such as Electronic mail, Entertainment, Research and Chat.

Frequency of use – refers to the number of times Internet was used. The frequency is always (daily) when every time the internet are used by college students; often or 2-3 times a week; sometimes or 2-3 times a month; seldom or once or twice during semester; and never or did not use.

Level of Satisfaction – refers to the degree of satisfaction in using the internet. It is very highly satisfied when the weighted mean ranges from 4.51 to 5.0; highly satisfied, from 3.51 to 4.50; moderately satisfied, from 2.51 to 3.50; slightly satisfied, from 1.51 to 2.50; and dissatisfied, from 1.00 to 1.50.

Profile – refers to the college students as it applies specifically in terms of sex/gender, year level, and course/department.

Research – it is a systematic search for information to a particular subject for purposes of investigation. It is careful hunting for facts or truth.

Online Chat – refers to the real-time communication between two users via computer. Once a chat has been initiated, either user can enter text by typing on the keyboard and the entered text will appear on the user's monitor.

Electronic Mail – commonly termed as E-mail. It refers to the transmission of electronic messages sent between computers via a network. An e-mail message is nothing more than a piece of text and the sending of a mail message requires no more than the simple attachment of this text to a special file, known as mailbox.

Entertainment – it pertains to music, movies, games, and television series being shown on the Internet. It may be broadcast audio and video, including live radio and television programs, movie clips, among others.

Music – it refers to playback of pre-recorded or live music as through melody, harmony, rhythm, and timbre being broadcast through Internet.

Movies – refers to individual motion pictures produced by recording images from the world with cameras, or by creating images using animation techniques or special effects.

Online games - games played over some form of computer network. It can range from simple text based games to games incorporating complex graphics and virtual worlds populated by many players simultaneously.

News - any new information or information on current events which is presented through Internet to a third party or mass audience.

Hypotheses of the Study

The following hypotheses were put forward for testing:

1. The perceptions of respondents on the purposes/reasons for using the Internet do not differ significantly.

2. The perceptions of respondents on the frequency of Internet use do not differ significantly.

3. The perceptions of respondents on the level of satisfaction in using the Internet do not differ significantly.

4. The respondents' sex/gender, course and year level do not significantly relate to the level of satisfaction on the use of the Internet.

5. The perceptions of the respondents on the problems/ issues encountered in using the Internet do not differ significantly.

RESULTS AND DISCUSSION

Socio-demographic Profile
of Respondents

Table 3 shows the socio-demographic profile of respondents according to sex/gender, year level and course/department.

Sex/gender. Table 3 and Figure 3 show the distribution of sex of the respondents. Among the 363 respondents, 36% with a frequency of 131 are males and 64% of them are females with a frequency of 232. This distribution is expected since most of the college enrollees are females.

As per study by the Pew Internet & American Life Project (2005) on how women and men use the Internet, women are catching up to men in most measures of online life. Men like the internet for the experience it offers, while women like it for the human connections it promotes. Data show that men and women are more similar than different in their online lives, starting with their common appreciation of the internet's strongest suit: efficiency. Men and women also value the internet for second strength, as a gateway to limitless vaults of information. Men reach farther and wider for topics, from getting financial information to political news. Women are more likely to see the vast array of online information as a "glut" and to penetrate deeper into areas where they have the greatest interest, including health and religion. They tend to treat information gathering online as a more textured and interactive process – one that includes

gathering and exchanging information through support groups and personal email

exchanges.

Table 3. Socio- demographic profile of respondents according to
        sex/gender, year level and course/department.

| PROFILE	FREQUENCY	PERCENT	RANK
1) Sex			
Male	131	36.088	2
Female	232	63.912	1
TOTAL	363	100	
2) Year Level			
First Year	100	27.548	1
Second Year	94	25.895	2
Third Year	86	23.691	3
Fourth Year	82	22.590	4
Fifth Year	1	0.275	5
TOTAL	363	100	
3) Course/Department			
Computer Studies &			
Engineering (CCSE)	31	8.540	2
Science & Technology (STI)	11	3.030	4
Nursing	282	77.686	1
Arts & Sciences	10	2.755	5
Medical Technology	8	2.204	6
Physical Therapy	7	1.928	7
Radiologic Technology	14	3.857	3
TOTAL	363	100	
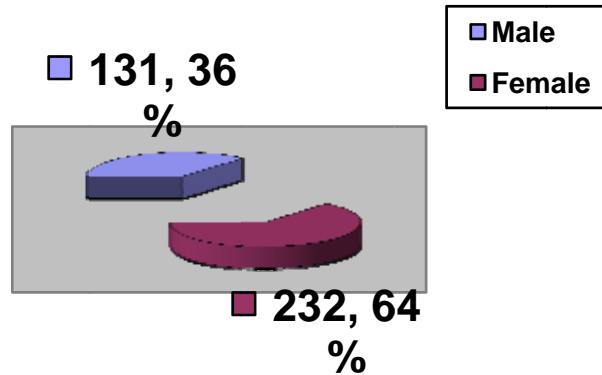
Figure 3. Distribution of respondents according to sex

Year Level. The year levels of the respondents are shown in Table 1. The greatest number of respondents is first years as expected because majority of the respondents are first year. Figure 4 shows the distribution of respondents per year level.

Nevertheless, with all things equal, it was noted that younger people do use the internet more than the older people and it is attributed to their early introduction to the internet.

Many older people are less familiar and comfortable with computers because of the lack of exposure or formal training and thus are likely to use the internet.

82, 23% 1, 0% 100, 27%

86, 24% 94, 26%

- 1st Year
- 2nd Year
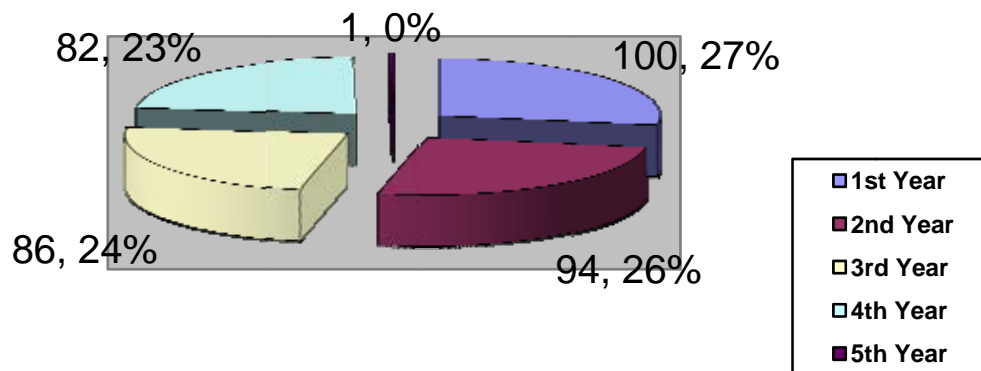- 3rd Year
- 4th Year
- 5th Year

 Figure 4. Distribution of respondents according to year level

Course/Department. 77% of respondents belong to the Nursing department. This distribution is expected since most of the students are enrolled in Bachelor of Science in Nursing.

Purposes/reasons for
using the Internet

The purposes/reasons for using the internet as answered by the respondents are shown in Table 4. Topic for research, music for entertainment, web mail for e-mail and personal for online chat ranked first.

Students use the Internet for a variety of reasons. In addition to conducting general research and sending e-mail, many students use the Internet to look up for course information or class assignments.

Satisfaction Derived by Students of Lorma Colleges in Using the
Internet / Emily R. Agsaulio-Bringas 2008

According to the Pew Research Center on Basic Patterns on Internet Use (2005), people increasingly turn to the Internet to do research for work, get entertainment and travel information, shop, and catch up with friends and family. They increasingly use the Internet as a source of information. As more people have gone online and more websites have become available, the number of Internet users who go online for a range of information has grown substantially. Data shows that fully 73% now go online at least occasionally for entertainment-related information.

In addition to Pew Research survey (2005), majority of online public use email, mostly to communicate with their family and friends. Email is popular among all groups of Internet users – men and women, young and old. Most of those who email their family and friends say they communicate with them more often now that email is available.

Table 4. Purposes/reasons for using the Internet

PURPOSES/REASONS	FREQUENCY	PERCENT	RANK
1) Research			

Topic/subject	356	76.395	1
Government directory or Company sites	110	23.605	2
TOTAL	466	100	
2) Entertainment			
Music	205	28.082	1
Movies	133	18.219	3
Online Games	68	9.315	5
Animation	103	14.110	4
Television Shows	51	6.986	6
News	170	23.288	2
TOTAL	730	100	
3) E-mail			
Webmail	309	69.128	1
Intranet	138	30.872	2
TOTAL	447	100	
4) Online Chat			
Personal	141	74.210	1
Conference	49	25.789	2
TOTAL	190	100	

Table 4 stressed that entertainment which is 41% is the main purpose/reason for using the internet whereas; research is 25%, e-mail is 24% and online chat which is 10% are given the least priority.

Among the purposes/reasons in using the internet, entertainment ranked first (41%) followed by research (25%), and e-mail (24%). Online chat is the least (10%) as shown in Figure 5.
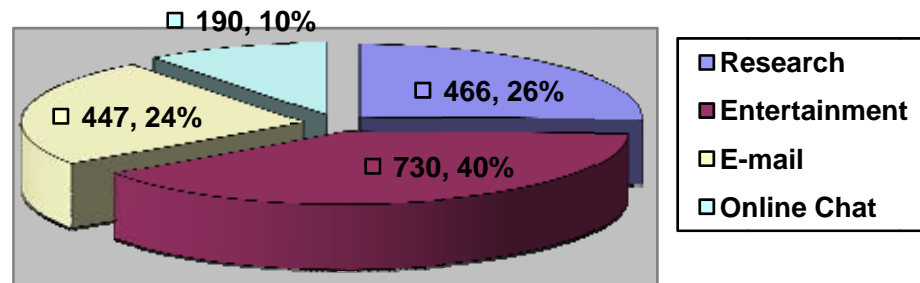

Figure 5. Purposes/reasons for using the Internet

Frequency of Internet Use

The frequency of internet use is shown on Table 5. All the respondents used the internet at varying frequency except one. As shown, Internet was used often or 2-3 times a week by about 58% of the respondents. About 20% use the internet daily (always) and about 18% use it sometimes (2-3 times a week). There were 10 (2.75%) who seldom used the internet.

Table 5. Frequency of Internet Use

HOW OFTEN	FREQUENCY	PERCENT	RANK
Always (daily)	73	20.110	2
Often (2-3 times a week)	211	58.127	1
Sometimes (2-3 times a month)	68	18.733	3
Seldom (once or twice during semester)	10	2.755	4
Never (did not use)	1	0.275	5
TOTAL	363	100	

Level of Satisfaction in
using the Internet

Level of satisfaction refers to how far the respondents of the study are satisfied with the Internet uses and services. This level of satisfaction towards Internet is directly proportional to the use of Internet by the respondents. This is because, once the respondents perceive Internet as valuable information source and of research value and easy to use, then usage of Internet will certainly increase. As the demand and expectation from Internet technology to meet their information need is met, consequently the level of satisfaction also increases.

The levels of satisfaction in using the internet are shown in Table 6. As shown, topic for research, news for entertainment, web mail for e-mail are highly satisfied. Online games are rated slightly satisfied.

For the physical factors, the respondents claimed that they are highly satisfied with the internet room but in terms of the computer units and speed (quality of service), are rated slightly satisfied.

Table 6. Level of Satisfaction in Using the Internet

INDICATORS	AWM	DER
*USES/PURPOSES		
1. Research		
▪ Topic/subject	3.72	Highly Satisfied
▪ Govt. directory or company sites	3.21	Moderately Satisfied
2. Entertainment		
▪ Music		
▪ Movies	3.29	Moderately Satisfied
▪ Online games	3.32	Moderately Satisfied
▪ Animation	2.49	Slightly Satisfied
▪ Television shows	3.17	Moderately Satisfied
▪ News	2.61	Moderately Satisfied
	3.80	Highly Satisfied
3. E-mail		
▪ Web mail		
▪ Intranet	3.82	Highly Satisfied
	3.56	Moderately Satisfied
4. Online Chat		
▪ Personal		
▪ Conference	3.4	Moderately Satisfied
	2.92	Moderately Satisfied

Table 6. Continued…

INDICATORS	AWM	DER
*PHYSICAL FACTORS		

1. Internet Room	3.71	Highly Satisfied
2. Reservation Mode	2.93	Moderately Satisfied
3. Computer Units	2.47	Slightly Satisfied
4. Available printer for printing downloaded articles	2.97	Moderately Satisfied
*QUALITY OF SERVICE		
1. Accessibility	3.20	Moderately Satisfied
2. Speed	2.33	Slightly Satisfied
3. Operating System	2.72	Moderately Satisfied
4. Technical Support	3.12	Moderately Satisfied
5. Technology	3.32	Moderately Satisfied

Legend:

   AWM –Average Weighted Mean

Numerical Value (DER)	Statistical Limits	Descriptive Equivalent Rating
5	4.51 – 5.00	Very highly Satisfied (VHS)
4	3.51 – 4.50	Highly Satisfied (HS)
3	2.51 – 3.50	Moderately Satisfied (MS)
2	1.51 – 2.50	Slightly Satisfied (SS)
1	1.00 – 1.50	Dissatisfied (D)

Problems encountered
in using the Internet

Problems encountered in using the Internet are shown in Table 7. Difficulty in finding relevant information, Missing pages or files not found, computer units are not in good working conditions, limited number of computer units available, limited knowledge on computer applications/skills, privacy, some sites are password-protected, not being able to find a page once visited are rated

sometimes. Slow/failed connections and It takes too long to view/download pages

rated often.

Table 7. Problems encountered in using the Internet

INDICATORS	AWM	DER
1. Slow/failed connections	3.63	Often
2. Difficulty in finding relevant information	3.25	Sometimes
3. Missing pages or files not found / error messages	3.38	Sometimes
4. It takes too long to view/download pages	3.69	Often
5. Computer units are not in good working conditions	3.37	Sometimes
6. Limited number of computer units available	3.13	Sometimes
7. Limited knowledge on computer applications/skills	2.57	Sometimes
8. Privacy	2.82	Sometimes
9. Some sites are password-protected / it requires registration	3.30	Sometimes
10. Not being able to find a page once visited/page may have moved	3.26	Sometimes

Correlation between the Levels of Satisfaction in Using the Internet
and Socio-economic profile of the respondents

The Indicators (uses of internet, physical factors and quality of service) and moderator variables (sex, year level and course) are one of the major variables of the research study. Pearson Correlation co-efficient was calculated and results are presented in Table 8.

Based on the result of Pearson product-moment correlation coefficient, level of satisfaction in using the internet used do not significantly relate to the respondents' sex/gender, year level and course/department.

The findings indicates that the socio-demographic profile of the respondents do not affect the level of satisfaction in using the internet.

Table 8. Relationship between the level of satisfaction and
selected variables

INDICATORS	R-VALUE		
	GENDER	YEAR LEVEL	COURSE
1. Uses/Purposes			
▪ Research	-.186**	.117*	.106*
▪ Entertainment	.311**	.109*	-.016
▪ E-mail	.009	.053	-.013
▪ Online Chat	-.091	.028	.008
2. Physical Factors	.097	.070	.077
3. Quality of Service	.030	.120*	.095

** Correlation is significant at the 0.01 level (2-tailed)
* Correlation is significant at the 0.05 level (2-tailed)

The results of the test show that, there is very high correlation between variables -Indicators and moderator variables. The co-efficient of correlation is also statistically significant showing high positive correlation, which implies that the higher the level of satisfaction, the higher will be the use of Internet.

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study aimed to find out the socio-demographic profile of the respondents and the level of satisfaction in using the Internet; to identify the purposes/reasons in using the internet; the frequency of internet use; to determine the level of satisfaction of students to the Internet in terms of quality of service and physical factors; to correlate the level of satisfaction of internet with sex/gender, year level and course of the departments; and to determine the problems/issues encountered by Lorma College students in using the Internet.

The respondents were the college students of Lorma Colleges, City of San Fernando, La Union. The sample size is composed of 31 Computer Studies & Engineering, 11 Science & Technology, 282 Nursing, 10 Arts & Sciences, 8 Medical Technology, 7 Physical Therapy, and 14 Radiologic Technology.

The structured survey questionnaire was the main tool in gathering the data. Additional data were gathered thru information interview.

The following are the salient findings of the study:

1. Majority of the respondents are females, first year and belongs to the Nursing department.

2. The different purposes/reasons for using the Internet are Research (topic and government directory or company sites), Entertainment (music, movies, online games, animation, television shows and news), E-mail (webmail and intranet), and Online Chat (personal and conference).

3. Internet was used often or 2-3 times a week; always (daily) and sometimes (2-3 times a week) and one respondent was shown who never or did not use the internet on the semestral period.

4. The level of satisfaction in using the internet. For the purposes/reasons - research, entertainment, and online chat are moderately satisfied. On the other hand, e-mail is highly satisfied. For physical factors - computer units is slightly satisfied, reservation mode and available printer for printing downloaded articles are moderately satisfied, and internet room are highly satisfied. For the quality of service - accessibility, operating system, technical support and technology are moderately satisfied while speed is slightly satisfied.

5. The problems encountered in using the Internet are slow/failed connections, difficulty in finding relevant information, missing pages or files not found/error messages, it takes too long to view/download pages, computer units are not in good working conditions, limited number of computer units, limited knowledge on computer applications/skills, privacy,

some sites are password-protected/it requires registration, and not being able to find a page once visited/page may have moved.

Conclusions

Based on the findings the following conclusions are drawn:

1. The majority of the respondents is females, first years and belongs to the Nursing department.

2. The different purposes/reasons for using the Internet are Research, Entertainment, Email and Online Chat.

3. Internet was used often or 2-3 times a week

4. The level of satisfaction in using the internet - Purposes/reasons, Physical factors and Quality of service rated moderately satisfied.

5. There are existing problems encountered in using the Internet.

Recommendations

The following are recommended based on the findings and conclusions:

1. To improve the existing internet services at Lorma, the college should improve the factors involve such as Physical factors (internet room, reservation mode, computer units and available printer for printing downloaded articles) and Quality of service (accessibility, speed,

operating system, technical support and technology). The department concerned may consider reviewing all the policies and services being implemented at the Internet Room e.g. access on education-oriented sites.

2. The department concerned should solve the problems encountered in using the Internet. Technical problems such as low connectivity, computer units and peripherals not working, privacy, among others should be looked into.

3. School administrators may consider allotting more funds for additional computer units and peripherals.
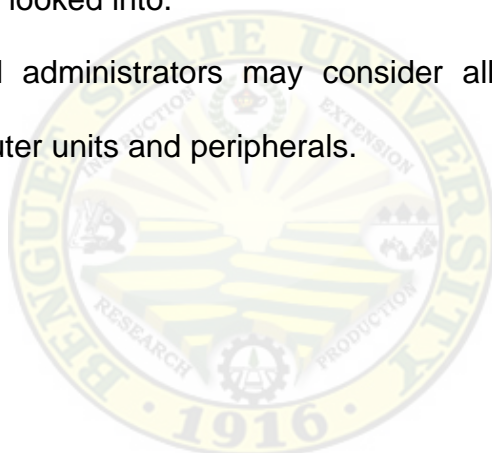
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APPENDICES

Appendix A

COMMUNICATION

February 8, 2007

DR. JOSE P. MAINGGANG
Director
Lorma Colleges
City of San Fernando, La Union

Dear Dr. Mainggang:

MABUHAY!

The undersigned is at present conducting a study entitled "SATISFACTION DERIVED BY STUDENTS OF LORMA COLLEGES IN USING THE INTERNET" as partial fulfillment to the requirement for the degree Master in Development Communication at Benguet State University, Open University, La Trinidad, Benguet.

In this connection, the researcher is hereby asking your permission to float her questionnaires to selected students of Lorma Colleges.

Attached is a copy of the data gathering instrument.

Thank you for your kind approval and attention regarding this matter.

Very truly yours,

(Sgd) EMILY R. AGSAULIO

Appendix B

QUESTIONNAIRE

Dear Respondents,

The undersigned is currently undertaking a research entitled, "SATISFACTION DERIVED BY STUDENTS OF LORMA COLLEGES IN USING THE INTERNET", in partial fulfillment of her course leading to the degree Master in Development Communication.

In this connection, please find attached herewith a questionnaire to gather the data for her study. All information, which is given, will be treated confidentially. The result of this study will contribute significantly to the enhancement and use of the Internet in schools especially Lorma Colleges and of solving problems in this area of inquiry.

Thank you so much for your collaboration and immediate response.

Very truly yours,

Emily R. Agsaulio

Researcher

_____

QUESTIONNAIRE

Direction: Please answer the following and put a check mark (√) on the appropriate box/ column that corresponds to your answer.

I. PROFILE

Name (Optional): _____

Sex: _____ Male   _____ Female

Year Level: ☐ 1st year ☐ 2nd year ☐ 3rd year ☐ 4th year ☐ 5th year

Course/Department:

___ C Studies & Engineering   ___ Science & Tech. Institute
___ Nursing   ___ Physical Therapy/HSM
___ Medical Technology   ___ Radiologic Technology
___ Arts & Sciences

II. USE OF THE INTERNET

1. Purposes/reasons for using the Internet

   The purpose/s you mainly use the Internet for? Check all that apply.

   ☐ Research

   ___ Topic/subject   ___ Government directory or company sites

   ☐ Entertainment

   ___ Music   ___ Animation

   ___ Movies   ___ Television Shows

   ___ Online Games   ___ News

   ☐ E-mail

   ___ Webmail (G-mail, Hotmail, Yahoo mail, etc.)

   ___ Intranet (Internal e-mail service e.g. lormamail)

   ☐ Online Chat

   ___ Personal or 1-on-1 chat   ___ Conference or Group Chat

Others, please specify _____

III. FREQUENCY OF INTERNET USE

How often do you use Internet services?

☐ Always (daily)   ☐ Seldom (once or twice during semester)

☐ Often (2-3 times a week)   ☐ Never (did not use)

☐ Sometimes (2-3 times a month)

IV. LEVEL OF SATISFACTION IN USING THE INTERNET

Please indicate below the level of satisfaction in using the Internet. (Check the number of your choice).

Legend:

5 – VHS - Very Highly Satisfied

4 – HS – Highly Satisfied

3 – MS – Moderately Satisfied

2 – SS – Slightly Satisfied

1 – D – Dissatisfied

Indicators	Satisfaction in using the Internet				
	VHS (5)	HS (4)	MS (3)	SS (2)	D (1)
1. USES/PURPOSES					

1. Research					
▪ Topic/subject					
▪ Govt. directory or company sites					
2. Entertainment					
▪ Music					
▪ Movies					
▪ Online games					
▪ Animation					
▪ Television shows					
▪ News					
3. E-mail					
▪ Webmail (G-mail, Hotmail, Yahoo mail, etc.)					
▪ Intranet (lormamail)					
4. Online Chat					
▪ Personal or 1-on-1 chat					
▪ Conference or group chat					
Others, pls. specify:					
2. PHYSICAL FACTORS					
1. Internet room (lighting, cleanliness, air conditioning, etc.)					
2. Reservation mode (allotted					

time for browsing the Internet)				
3. Computer units (working condition)				
4. Available printer for printing downloaded articles				
Others, pls. specify:				
3. QUALITY OF SERVICE				
1. Accessibility. The Internet is always on-line.				
2. Speed. Data transmission is fast enough to extract information or download.				
3. Operating System. Linux-based				
4. Technical Support. Internet Coordinators are readily available incase of breakdown of units, printing assistance, etc.				
5. Technology. The Internet service is coping with the latest technology such as wireless				

internet connection.					
Others, pls. specify:					

V. PROBLEMS ENCOUNTERED IN USING THE INTERNET

What are the problems/issues you encountered in using the Internet?

(Check the number of your choice. Check all that apply.)

Legend:

5 – Always

4 – Often

3 – Sometimes

2 – Seldom

1 – Never

Indicators	Problems encountered				
	Always (5)	Often (4)	Sometimes (3)	Seldom (2)	Never (1)
1. Slow /failed connections					
2. Difficulty in finding relevant information					
3. Missing pages or files not found /Error messages					

4. It takes too long to view/download pages					
5. Computer units are not in good working conditions					
6. Limited number of computer units available					
6. Limited knowledge on computer applications / skills					
7. Privacy					
8. Some sites are password-protected / it requires registration					
9. Not being able to find a page once visited / page may have moved					
Others, pls. specify:					

VI. SUGGESTIONS

Are there any suggestions to improve the Internet services in Lorma Colleges?

_____

_____

Appendix C

SUGGESTIONS/COMMENTS FROM THE STUDENTS

On Printing, Internet Coordinators, etc.
- If I will print my files the font or format changes in the IC's unit
- For the printing assistant, don't edit on what are the spacing of the our project. Nasisira ang margins
- The facilitators in the Internet room should practice being "approachable & friendly"
- Don't be so strict.
- Printing quality – sometimes inconsistent with colors and sometimes, resolution is poor.
- Coordinators should smile always
- Encourage a friendly accommodation to the staff. Upgrade the units/services once a week & fees for internet usage should be based on the # of times the students use/day or week
- Queuing in request for printing. More printers should be allotted.

On Accessibility, etc.
- They should have more server because there are lots of units we are using as in sobrang bagal talaga
- The units are so slow in downloading files
- At least 2 or more server in every IR so that it is easy to download the sites.
- Additional memory for faster viewing of the sites
- Speed. Not fast enough

On computer units
- Add more new computer units
- There are many non-working computers
- Some units are not in good conditions. They need to improve it
- More computer unit to accommodate large number of students at a time and a coordinator that is approachable
- New computer unit (flat monitor)
- The keyboards must be change into anti-RSI
- They should repair all damaged computer units.

- Please repair those computers which are not in good condition

On Internet fee
- The Internet fee is too expensive (2)

On Reservation
- 1 hour is not enough
- Let the students use the internet only for research & emails. Online chat, movies are not allowed. Limited number of computer units are available
- Allow us more than 1 hour to browse or surf the internet

On the Internet Room
- Modern Internet room. More friendly staff/assistance. More units
- Mainit sa loob, mabagal mga unit. And madaming sirang parts ng computer
- Add some computers and add some space for extra ventilation

On friendster, etc.
- Nakakainis bina"ban" nila frienster, nagbabayad naman kami, ang mahal pa
- You don't have to ban the friendster. Nagbabayad naman kami. Ok lang yung mga pornographic
- Have faster internet connection and please don't ban friendster and other sites

On Operating System
- It could be better to use Windows OS (XP) because it is more user-friendly, can be more productive in terms of time, user, effort, etc. It can also cause "printing traffic" because of massive editing. IRC uses windows (.doc) while students use Linux

Others

- The server shouldn't be downloading. It makes the connection terribly slow.
- The internet is so slow so sometime we go to other internet shop bec. It's a little bit faster
- CR must be open (2x)
- Need faster service in the printing section & extend the reservation time
- Upgrade your units. USB port should be accessible

- The internet access should be fast & the banning of sites is not appropriate because the students can't surf & the entertainment is being lessen.
- Put speakers on every unit. Webcam, headphone should be present
- Provide privacy
- I guess they should make or do something to hasten the internet access, one thing more, I think the internet room needs new units, the units there are hardly helpful to students, they always have problems.