

BIBLIOGRAPHY

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Benguet State University, La Trinidad, Benguet

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ABSTRACT

A study on mass media habits of the farmers in Bakun and Kibungan, Benguet in 2006 was conducted to determine the farmers' socio-demographic profile, to identify the mass media used by the farmers, to determine their reasons for using a particular type of mass media, to determine the information they acquired from using mass media, to determine their frequency of exposure to mass media, and to determine the information needs of the farmers. Interview schedule was used to gather data from 80 farmer respondents who were chosen through quota sampling.

More than half of the respondents were male and belonged to the age range of 31 and above. Majority were married and elementary graduates.

The radio and television were used by more than half of the respondents while the rest were used by less than half of the respondents. The respondents used broadcast media for more than five hours for the radio. One to two hours for television. Majority of the respondents used the print media for less than an hour.

Agriculture, health, and politics were the leading information acquired from the different mass media. Almost three fourths of the respondents listened to the radio everyday.

It is concluded that the respondents used more than one of the different mass media but the most commonly used were the radio, television and newspaper; that mass media were used mainly for entertainment; and that drama and agricultural issues from the radio were the most liked by the respondents.

It is recommended that more agricultural issues should be tackled on radio, television and newspaper since these are the media most commonly used by the farmers and that developmental messages may be incorporated in radio dramas since these are most liked by the respondents.

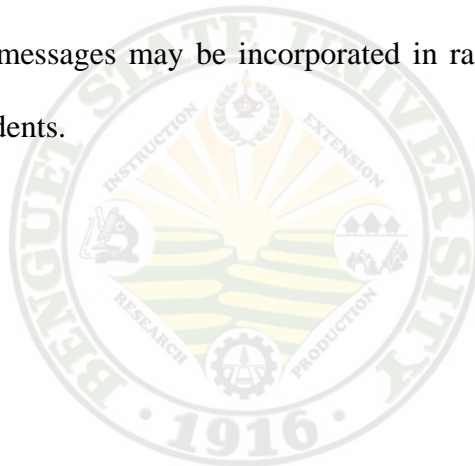


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INTRODUCTION

Rationale

Everybody needs information in order to make good decisions. For the farmers, it is important that they have information on new varieties, improved agricultural practices and others so that they can make choices that may increase production. Agencies working on agricultural development have a vast collection of such information and these are being brought to the farmers through different means, among which is the mass media.

Mass media are tools used for transmitting information to a large number of people in different places. They are categorized according to form as print (newspaper, magazine, books), and broadcast (radio, television) media.

Aside from entertainment, mass media has other key functions, which are educating, shaping public relations, and advocating for a particular policy or point of view. Mass media then can be used to educate the farmers in order for them to have the tools to improve their quality of life.

Bakun is one of the municipalities in Benguet producing highland vegetables and legumes. There are some extension workers and agencies who are going there to conduct seminars and workshops on agriculture but still they are facing a problem on poor quality seeds, pest and diseases, limited knowledge on technologies and others.

In Poblacion, Kibungan, Benguet, most of the households are subsistence farmers planting rice and vegetables. Very few plant vegetables for small-scale commercial purposes. There are the farmers who are being targeted by development agencies through extension efforts.



In order to gain insights that can help maximize the use of mass media as an educational tool for the farmers, it is necessary to know and understand the mass media habits of the farmers, hence this study.

Statement of the Problem

There is a need to study the habits of the farmers of Barangay Dalipey, Bakun, Benguet and on Poblacion, Kibungan, Benguet in using mass media. So, this study should answer the following:

1. What are the characteristics e of the farmers?
2. What are the mass media used by the farmers?
3. What are the reasons of the farmers for using mass media?
4. What information do the farmers acquire from using mass media?
5. What is the frequency of exposure of the farmers to mass media?
6. What are the information needs of the farmers?

Objectives of the Study

This study aims to do the following:

1. Determine the farmer's characteristics profile;
2. Identify the mass media used by the farmers;
3. Determine the farmer's reasons for using mass media;
4. Determine the information the farmers acquired from mass media;
5. Determine the farmer's frequency of exposure to mass media;
6. Determine the information needs of the farmers.

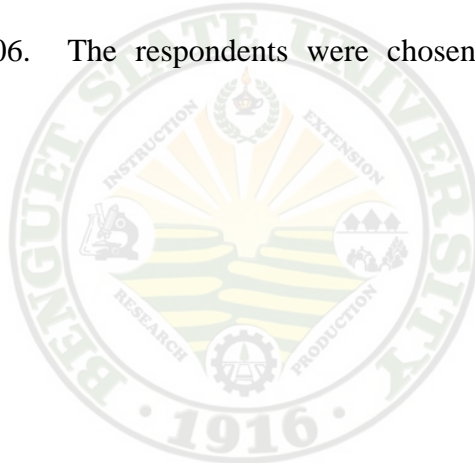


Importance of the Study

Results of the study may be used by agricultural development agencies in planning mass media campaigns for the improvements of farming in Bakun and in Kibungan. Results may be used by students and researchers who would like to have a further understanding of mass media habits among farmers.

Scope and Limitation

The study was conducted among 50 farmer respondents in Dalipey, Bakun and 30 farmer respondents in Poblacion, Kibungan, Benguet in December 2006 for the period January to October 2006. The respondents were chosen through purposive quota sampling



REVIEW OF LITERATURE

Reasons of Using Mass Media

Ogsaen (2003) cited that the respondents in Baguio city watched the television because they are interested in the topics as claimed by 82% of the respondents the others were interested in the topics not with the host and the guests.

Cid and Edwards (1990) stated that programs or soap operas on television, feature the viewers own characters and manners. They can see themselves in the main characters portrayed in the story and this touches their emotions or their inner feelings after watching. Television also updates viewers on latest news, products as well as how these products can be used.

Most readers in Baguio City and in La Trinidad, Benguet needed to be informed or at the same time to learn (83%); others (73%) also read just to be entertained to ease their boredom especially while waiting for their turn to load passengers. Only few of the respondents would treat reading as their habit (Magalgalit, 2005).

(Copuz, 1999) some reasons for using internet are to identify and retrieve information relevant to research, to send messages, or to collect data, to improve skill and experience on the internet; to explore real life issues in depth and in real time; Another reason is the opportunity to work or study independently at one's own place and the discovery of topics associated with communication and information which are new to them.

Communication was the main reason of BSU students in using internet. This was followed by the ability to access database and to research (Kingat, 2003)



Anno (2003) stated that for respondents in Mankayan, Benguet, the reasons for listening to Radyo Natin FM Buguias are to listen to musical programs, special coverage like PBA games, news programs, and interviews. Majority of the respondents claimed that Radyo Natin programs provide entertainment and information.

Information Needs of the Respondents

Gonzales (2005) stated that the respondents in La Trinidad, Benguet prefer agricultural programs. The leading topics on which information is needed include strawberry production, controlling pest and disease, management technologies, vegetables and cut flower production.

Most of the farmers in Pandayan, Mt. Province needed information on controlling pest and disease, vegetable production, environmental issues, health and nutrition, and orchard production, (Balanggoy, 2003).

Radio listeners in Palina, Kibungan, Benguet needed information on news and public service announcement, agriculture, and livelihood (Paulino, 2003).

Frequency of Using Mass Media

Panares (1988) reported that at least four out of five Filipinos aged 15 and above listen to the radio for about three hours a day, 5-6 days a week.. This would mean that about 24 million Filipinos comprised the adult radio audience. He also reported that radio listening is more of a daytime activity than an evening past time. Respondents listen at least two hours at daytime and only an hour and a half in the evening.



The possible explanation could be the shift from radio to television at night in the urban areas and the fact that many folks go to bed earlier than the urban dwellers.



METHODOLOGY

Locale and Time of the Study

The study was conducted in Barangay Dalipey Bakun, Benguet and in Poblacion, Kibungan, Benguet. The Municipality of Bakun is located on the southern part of the Municipality of Kibungan.

Barangay Dalipey, Bakun, Benguet is 86 kilometers away from Baguio City. It can be reached through jeepneys, and bus in four to five hours. It has eleven sitios namely: Liwang, Bito, Bao-edan, Bendana, Longboy, Masalin, Palidan, Sipitan, Copcopit and Mangkeleb.

Barangay Poblacion, Kibungan, Benguet. Kibungan is 60 kilometers away from Baguio. It can be reached in four to five hours through bus and jeepneys. It has nine sitios namely: Baliti, Pasipas, Bay-o Pendengan, Nangamlay, Palidan, Talaktak, Liwen, and Polis.

Both Bakun and Kibungan are found in Benguet (Figure 1) which is the major highland vegetable producing area in the country.

The study was conducted in December 2006.

Respondents of the Study

There were 80 respondents in this study: 50 farmer respondents from Barangay Dalipey, Bakun, Benguet and 30 farmer- respondents from Poblacion, Kibungan. The respondents were chosen through quota sampling.





Figure 1. Map of Benguet showing the locale of the study



Data Collection

Interview schedule was used to gather information from the respondents. It was translated into ‘kankana-ey’ for easier the understanding between the researcher and the respondents.

Data Gathered

The data gathered were the mass media used by the respondents, reasons for using mass media, information acquired by the respondents, duration of exposure to mass media, and their information needs.

Data Analysis

The data gathered from the respondents were tabulated, consolidated, categorized, and interpreted according to the objectives of the study by using descriptive statistics such as frequencies, percentages and chi- square test.



RESULTS AND DISCUSSION

Characteristics of the Respondents

Table 1 presents the characteristics of the respondents according to sex, age, civil status and educational attainment. The respondents were more or less equally distributed in terms of sex with the males slightly outnumbering the females. They were also more or less equally distributed in terms of the two age brackets used in the study with those 31 years or older slightly outnumbering those who were 30 years old or younger. Majority (81.25%) was married and all had formal education.

Table 1. Characteristics of the respondents

CHARACTERISTICS	NUMBER OF RESPONDENTS	PERCENTAGES
Gender		
Male	43	53.475
Female	37	46.254
TOTAL	80	100.00
Age		
30 and below	37	46.25
31 and above	43	53.75
TOTAL	80	100.00
Civil Status		
Single	15	18.75
TOTAL	80	100.00



Table 1. continued

CHARACTERISTICS	NUMBER OF RESPONDENTS	PERCENTAGES
Educational Attainment		
Elementary level	36	45.00
High school level	26	35.50
College level	18	22.50
TOTAL	80	100.00

Types of Mass Media Used

As shown in Table 2, the respondents used many mass media. These are categorized as broadcast and print media. Broadcast media include radio, television and internet while print media include newspaper, books, magazines and comics.

Results show that the mass media used, the radio is still number one since almost all of the respondents at 96.25 percent listened to the radio (Figure 2). This is similar to the findings of Anno (2003) that radio was the most common mass media channel used in Mankayan, Benguet.

Television came in second with 61.25 percent (Figure3). Although with only a few users among the respondents, it is noted that farmers are now accessing even the internet. Those who claimed to be using the internet do so when they go to places with internet access like La Trinidad or Baguio City.

For the print media, the most common is the newspaper but less than half (45%) of the respondents read it (Figure 4).



It is also shown in Table 2 that between broadcast and printed media, the former had more users than the latter. This may be attributed to accessibility. Over time, the radio has already become a household fixture. With the advances in communications technology, the television is also becoming one. On the other hand, printed media still had to be brought to the locality. Respondents claimed that they usually borrowed newspapers and magazines from neighbors or relatives while comics are those distributed by health workers, barangay officials and government agencies as part of their information campaigns.

Table 2. Types of mass media used

TYPES	NUMBER OF RESPONDENTS	PERCENTAGE
Broadcast Media		
Radio	77	96.25
Television	49	61.25
Internet	6	7.50
Print Media		
Newspaper	38	45.50
Books/Pocketbook	21	26.25
Magazine	14	17.50
Comics	15	18.75

*Multiple responses





Figure 2. Respondent listening to the radio while washing clothes





Figure 3. Respondent watching television





Figure 4. Respondent reading newspaper



Types of Mass Media Used as Affected by Characteristics

As affected by gender. Table 3 shows the mass media used by the respondents as affected by gender. The ranking of mass media used in terms of number of users was the same for both male and female. This means that the use of all types of mass media in this study is not affected by gender

As affected by age. Table 4 shows the mass media used by the respondents as affected by age. Although there were differences in number, the ranking of mass media in terms of users was the same for both age brackets. This implies that the use of all types of mass media in this study is not affected by age.

As affected by civil status. Table 5 shows the mass media used by the respondents as affected by civil status. There are slight differences in the ranking of mass media in terms of users grouped according to civil status but statistical analysis shows that the differences are not significant. The use of mass media is not affected by civil status.

As affected by educational attainment. Table 6 shows the mass media used by the respondents as affected by educational attainment. In using mass media, the audience does not require to be literate. There are slight differences in the ranking of mass media used in terms of users grouped according to educational attainment but the differences are not statistically significant. The use of mass media is not affected by educational attainment.



Table 3. Types of mass media used as affected by gender

TYPES OF MASS MEDIA	GENDER			
	FEMALE		MALE	
	Number	Percentage	Number	Percentage
Broadcast Media				
Radio	35	43.75	42	52.50
Television	26	32.50	23	28.75
Internet	3	3.75	3	3.75
Print Media				
Newspaper	17	21.25	21	26.25
Book	11	13.75	10	12.5
Pocketbook				
Magazine	8	10.00	6	7.50
Comics	8	10.00	5	6.25

*Multiple responses

Pearson chi2 (6) =2.2486

Pr=0.895

Table 4. Types of mass media as affected by age

TYPES OF MASS MEDIA	AGE BRACKETS			
	30 AND BELOW		31 AND ABOVE	
	Number	Percentage	Number	Percentage
Broadcast Media				
Radio	37	46.25	40	50.00
Television	22	27.50	27	33.75
Internet	4	100.00	2	2.50
Print Media				
Newspaper	22	27.50	16	20.00
Book	12	100.00	9	11.25
Pocketbook				
Magazine	8	10.00	6	7.50
Comics	8	10.00	6	7.50

*Multiple responses

Pearson chi2 (6) =3.0205

Pr=0.806



Table 5. Types of mass media used according to civil status

TYPES OF MASS MEDIA	CIVIL STATUS			
	SINGLE		MARRIED	
	Number	Percentage	Number	Percentage
Broadcast Media				
Radio	14	17.50	63	78.75
Television	11	13.75	38	45.50
Internet	4	5.00	2	2.50
Print Media				
Newspaper	9	11.25	29	36.25
Books	-	10.00	13	16.25
Magazine		6.25		11.25
Comics		6.25	9	12.50
			10	

*Multiple responses

Pearson chi2 (6) =5.7155

Pr=0.456

Table 6. Types of mass media used according to educational attainment

TYPES OF MASS MEDIA	EDUCATIONAL ATTAINMENT					
	ELEMENTARY (n=36)		HIGHSCHOOL (n=26)		COLLEGE (n=18)	
	Number	Percentage	Number	Percentage	Number	Percentage
Broadcast Media						
Radio	35	97.22	26	100.00	16	89.00
Television	6	16.67	12	46.00	8	44.00
Internet	-	-	2	8.00	4	22.00
Print Media						
Newspaper	15	41.67	12	46.00	11	61.00
Book/ Pocketbook	2	16.67	5	19.00	14	78.00
Magazine	4	11.00	11	19.00	5	28.00
Comics	6	17.00	4	15.00	4	22.00



Reasons for Using Broadcast Media

As shown in Table 7, the reasons for using broadcast media are to get information and to be entertained. All the respondents indicated entertainment as reason although majority still used broadcast media to get information.

This supports the study of Anno (2003) where respondents in Mankayan, Benguet listened to Radyo Natin FM Buguias for entertainment and to gain information.

Moreover, the reasons for preferring broadcast media as shown in Table 8 are the perceived advantages of each medium. These include their being cheaper, handy, etc.

Table 7. Reasons for using broadcast media

REASONS	BROADCAST MEDIA					
	RADIO (N=77)		TELEVISION (n=49)		INTERNET (n=6)	
	Number	Percentage	Number	Percentage	Number	Percentage
To get information	50	65.00	33	67.00	6	100.00
To be entertained	77	100.00	49	100.00	6	100.00

*Multiple responses

Table 8. Reasons for preferring broadcast media

REASONS	BROADCAST MEDIA					
	RADIO (n=77)		TELEVISION (n=49)		INTERNET (n=6)	
	Number	Percentage	Number	Percentage	Number	Percentage
Cheaper	40	52.00	4	8.00	-	-
Handy	47	61.00	2	4.00	-	-
Gives more information	43	55.80	31	63.00	6	100.00
Wider coverage	32	40.00	25	51.00	6	100.00



Table 8. continued...

REASONS	BROADCAST MEDIA					
	RADIO (n=77)		TELEVISION (n=49)		INTERNET (n=6)	
	Number	Percentage	Number	Percentage	Number	Percentage
Easy to understand	35	42.00	15	19.00	4	67.00
Uses local dialect	5	7.00	-	-	-	-
Gives timely information	7	9.00	2	4.00	6	100.00

*Multiple responses

Reasons for Using Print Media

Table 9 presents the reasons for using print media (newspapers, comics, magazines, books or pocketbook). The findings show that these were used also to get information and to be entertained. All print media were used by a majority of the respondents both for getting information and entertainment except for comics, which is used, for getting information only by 47 percent.

These are similar to the study of Magalgalit (2005), where most of the drivers in Baguio City and in La Trinidad, Benguet read tabloid newspapers to be informed AND to be entertained especially while waiting for their turn to load passengers.

Reasons for preferring print media are shown in Table 10. Respondents prefer newspapers and or magazines because it is handy; comics, because the respondents easily understand it; and books, because it gives more information. Differences in reasons for preferring a printed media are statistically significant.



Kinds of Information Acquired From Broadcast Media

Table 11 and Table 12 shows the information acquired from broadcast and print media. Statistical analysis indicates that the differences in these tables are very significant.

From the radio, the leading information acquired was on agriculture. This was followed by health, vegetable prices and weather condition. From television, health was followed by agriculture then vegetable prices. All internet users acquired information on agriculture, health and news.

Table 11. Kinds of information acquired from broadcast media

KINDS OF INFORMATION	BROADCAST MEDIA					
	RADIO (n=77)		TELEVISION (n=49)		INTERNET (n=6)	
	Number	Percentage	Number	Percentage	Number	Percentage
Agriculture	77	100.00	21	42.80	6	100.00
Health	65	84.40	37	75.50	6	100.00
Vegetable price	61	79.20	10	20.40	-	-
Current events	43	55.80	8	16.30	6	100.00
Cooking tips	7	9.00	3	6.10	3	50.00
Weather condition	59	76.60	8	10.30	-	-
Politics	39	50.60	8	16.3	2	33.3
Showbiz	40	51.90	2	4.00	-	-
Words of God	3	3.80	2	4.00	-	-

*Multiple responses

Pearson chi2 (16) =40.1540

Pr=0.001



Table 9. Reasons for using print media

REASONS	PRINT MEDIA							
	NEWSPAPERS(n=38)		COMICS (n=15)		MAGAZINES (n=14)		BOOKS (n=21)	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
To get information	38	100.00	7	47.00	10	71.00	20	95.00
To be entertained	28	74.00	15	100.00	14	100.00	14	67.00

*Multiple responses

Table 10. Reasons for preferring print media

REASONS	PRINT MEDIA							
	NEWSPAPER(n=38)		COMICS(N=15)		MAGAZINE (n=14)		BOOK (n=21)	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Cheaper	29	76.30	6	40.00	7	50.00	13	61.90
Handy	36	94.70	10	66.60	11	78.50	11	52.30
Gives more information	34	89.40	7	46.60	3	21.40	20	95.20
Wider coverage	23	60.00	4	26.60	2	14.20	9	42.8
Easy to understand	19	50.00	15	100.00	2	14.20	16	76.10
Gives timely information	-	-	5	33.30	-	-	7	33.30

*Multiple responses

Pearson chi2 (15) = 30.6514

Pr=0.000



Kinds of Information Acquired From Print Media

The kinds of information acquired from print media are likewise shown in Table 12. From newspapers, leading information was on politics, followed by news and agriculture. From magazines, leading information was on health then agriculture.

Frequency of Using Broadcast Media

Table 13 shows the frequency of the respondents in using broadcast media. Majority of the respondents (74.2%) listened to the radio everyday. It shows that less than 20% of respondents listened to the radio once a week and less than 20% listened to the radio once a month. Half of the television respondents watched TV once a week (38.77%), slightly less than half watches once a month (34.69%) and only 26.5% watched daily. Most of the respondents surfed the internet once a month.

The statistical analysis shows significant differences among the respondents' frequency of using broadcast media.

The findings showed that the radio is used on a regular basis since the farmers can carry it to their work and they said that they can work while listening to it. While the respondents watched once a week, if they have films to watch and if their dream satellite has load.

Frequency of Using Print Media

Table 14 presents the frequency of using print media. Slightly more than half of newspaper readers used it once a month, less than used it once a week and on a regular basis. Almost all of the respondents read magazines and comics once a month.



Books were read by half of the respondents daily. Statistical analysis indicates that these differences are highly significant.

Table 12. Kinds of information acquired from print media

KINDS OF INFORMATION	PRINT MEDIA							
	NEWSPAPER		MAGAZINE		COMICS		BOOKS	
	No.	%	No.	%	No.	%	No.	%
Agriculture	16	42.10	2	14.20	6	40.00	7	33.30
Health	13	34.20	4	28.50	6	40.00	4	28.50
News	17	44.70	1	2.80	1	4.70	-	-
Cooking tips	2	5.20	2	14.20	8	38.00	-	-
Weather condition	6	15.70	1	2.80	1	4.70	-	-
Politics	19	50.00	3	20.00	1	4.70	-	-
Showbiz	4	10.50	6	40.00	-	-	-	-
Words of God	1	2.80	6	40.00	4	19.00	-	-

*Multiple responses

Table 13. Frequency of using broadcast media

FREQUENCY	BROADCAST MEDIA					
	RADIO(n= 77)		TELEVISION(n=49)		Internet(=6)	
	Number	Percentage	Number	Percentage	Number	Percentage
Daily	57	74.20	13	26.50	-	-
Once a week	15	19.40	19	38.77	2	33.30
Once a month	5	6.40	17	34.69	4	66.60
TOTAL	77	100.00	49	100.00	6	100.00

Pearson chi2 (6) =30.6514

Pr=0.000



Table 14. Frequency of using print media

FREQUENCY	PRINT MEDIA							
	NEWSPAPER (n=38)		MAGAZINE (n=14)		COMICS (n=14)		BOOKS (n=21)	
	No.	%	No.	%	No.	%	No.	%
Daily	3	7.90	-	-	-	-	10	47.62
Once a week	15	39.90	3	21.43	5	33.33	4	19.00
Once a month	20	52.90	11	78.43	10	66.67	7	33.38
TOTAL	38	100.00	14	100.00	15	100.00	21	100.00

Pearson chi2 (19) =30.6514

Pr=0.000

Duration of Exposure to Broadcast Media

The duration of exposure to broadcast media is shown in Table 15. A total of 19 or 24.67% of the respondents listened to the radio for more than four hours in one sitting. They said that they spent those hours for listening to news in the morning and in the evening. The rest were for drama and music. Most of the respondents watched television for 1:10-2 hours or if they finished watching a movie. Most internet users surfed the internet for 2:01- 3 hours.

This corroborates the study of Panares (1988) that at least four out of five Filipinos listen to the radio for about three hours a day in five to six weeks.



Table 15. Duration of exposure to broadcast media

DURATION	BROADCAST MEDIA					
	RADIO(n=77)		TELEVISION(n=49)		INTERNET(n=6)	
	Number	Frequency	Number	Frequency	Number	Frequency
Less than 1hour	12	15.58	7	14.28	-	-
1:01-2hours	11	14.30	25	51.00	2	33.30
2:01-3hours	12	15.58	10	20.41	4	66.60
3:01-4hours	7	9.00	3	6.12	-	-
4:01-5hours	16	20.77	4	8.16	-	-
More than 5hours	19	24.67	-	-	-	-

Duration of Exposure to Print Media

Table 16 presents the duration of exposure to print media. Majority of the respondents read newspaper, magazine, comics and books for less than one hour. They said that they chose only the part of the print media which they are interested in. Books especially the bible were read by the respondents before sleeping

Long Term Duration of Exposure to Broadcast Media

Table 17 shows the long term duration of exposure to broadcast media. Majority of the respondents stated to listen to the radio and watching television way before 2005. Half of the internet user stated to surfed just in 2005.



Table 16. Duration of exposure to print media

DURATION	PRINT MEDIA							
	NEWSPAPER (n=38)		MAGAZINE (n=14)		COMICS (n=15)		BOOKS (n=21)	
	No.	%	No.	%	No.	%	No.	%
Less than 1hour	25	65.70	8	57.14	9	60.00	10	47.60
1:01-2hours	11	28.95	6	42.86	6	40.00	7	33.30
2:01-3hours	2	5.26	-	-	-	-	4	19.10
TOTAL	38	100.00	14	100.00	15	100.00	21	100.00

Table 17. Long term duration of exposure to broadcast media

TIME	BROADCAST MEDIA					
	RADIO		TELEVISION		INTENET	
	Number	Percentage	Number	Percentage	Number	Percentage
Before2005	76	98.70	26	53.00	-	-
2005	1	1.30	19	38.77	4	66.70
2006	-	-	4	8.16	2	33.30
TOTAL	77	100.00	49	100.00	6	100.00

Long Term Duration of Exposure to Print Media

Table 18 shows the long term duration of exposure to print media. Majority of the respondents' started reading newspapers, magazines, and books mostly before 2005.

Half of the respondents started to read comics before 2005.



Table 18. Long term duration of exposure to print media

TIME	PRINT MEDIA							
	NEWSPAPER (n=38)		MAGAZINE (n=14)		COMICS (n=15)		BOOKS (n=21)	
	No.	%	No.	%	No.	%	No.	%
Before 2005	29	76.31	9	64.30	7	46.67	18	85.71
2005	7	9.00	3	21.40	6	40.00	3	14.29
2006	7	9.00	14	100.00	15	100.00	21	100.00
TOTAL	38	100.00	14	100.00	15	100.00	21	100.00

Information Needs of the Respondents

Table 19 shows the information needs of the respondents. It shows that the leading information needs were: weather condition (88.75%), vegetable price (83.75%), Agriculture (81.25%) and etc. They said that vegetable price is important so they will know if they will harvest their plants or not. Agriculture includes farming practices, and etc.

This supported the study of Gonzales (2005) where the respondents in La Trinidad, Benguet preferred agricultural programs. Balanggoy (2005) where the farmers in Pandayan, Mountain Province needs information on controlling pest and diseases, vegetable production and etc.



Table 19. Needed information from mass media

KINDS OF INFORMATION	BROADCAST AND PRINT MEDIA	
	Number	Percentage
Agriculture	65	81.25
Vegetable price	67	83.75
New technology	59	83.75
Current issues	56	70.00
Showbiz	40	50.00
Politics	43	70.00
Weather condition	71	88.75
Public service	61	76.25
Commodity price	31	38.75
Oil price	23	28.75
Health	61	76.25
Family planning	13	16.25
Cooking tips	7	8.5
Words of God	25	31.25

*Multiple responses



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study on mass media habits of the farmers of Baragay Dalipey, Bakun, Benguet and barangay Poblacion, Kibungan, Benguet from year January 2006 to December 2006 was conducted to determine the farmers' socio-demographic profile, to identify the mass media used by the farmers, to determine their reasons for using a particular type of mass media, to determine the information they acquired from using mass media, to determine their frequency of exposure to mass media, and to determine the information needs of the farmers.

Interview schedule was used to gather data. There were 80 farmer- respondents who were chosen through quota sampling. Fifty farmers were from Barangay Dalipey, Bakun, Benguet and 30 farmer respondents from Barangay Poblacion, Kibungan, Benguet.

Slightly more than half of the respondents belonged to the age range of 31 and above. More than half of the respondents were male, majority were married and mostly were elementary graduates.

Of all mass media used by the farmers, more than half of the respondents used the radio and television. The rest were used by less than half of the respondents.

Agriculture was the leading information that the respondents acquired from the radio, health on television; agriculture, new technology, health and news were the leading information on internet. On print media, politics was the leading information acquired



from the newspapers, showbiz on magazines, agriculture and health on comics; agriculture and the words of God from books.

Almost three fourths of the respondents listened to the radio everyday. One fourth of the respondents watched television once a week and most internet users surfed the internet once a month. Majority of the respondents used newspaper, magazine, and comics once a month, while books, which include pocketbook and the Bible, were read by slightly more than half of the respondents.

Broadcast media were used by the respondents for more than five hours for the radio and from 1:01-2hours for television. Majority of the respondents use the print media for less than an hour. They read it more in the morning and in the evening.

Majority of the respondents started listening to the radio and watching television before 2005. One-half of the six internet users started to use it in 2005. Majority of the respondents read print media before 2005.

Agriculture, vegetable prices and weather conditions were the respondents' information needs for broadcast and print media.

Conclusions

Based on the results, the following conclusions were derived:

1. Many of the respondents used more than one of the different mass media but the most commonly used were the radio, television and newspaper.
2. Mass media were used mainly by the respondents for entertainment.
3. Drama and agricultural issues from the radio were the most liked by the respondents.



Recommendations

1. More agricultural issues should be tackled on radio, television and newspaper since these are the media most commonly used by the farmers.
2. Developmental messages may be incorporated in radio dramas since these are most liked by the respondents.



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APPENDIX: INTERVEIW SCHEDULE

A. SOCIO-DEMOGRAPHIC PROFILE OF THE RESPONDENTS

1. Name: _____
 Age: _____
 Sex: _____
2. Civil Status:
 Single: _____
 Married: _____
3. Educational Attainment
 _____ Elementary
 _____ High School
 _____ College
 _____ Others, pls.specify

B. What are the mass media do you use?

- _____ Radio
 _____ Television
 _____ Newspaper
 _____ Books/pocketbook
 _____ Magazine
 _____ Comics
 _____ Internet

C. What are your reasons in using these mass media?

	Cheaper	Handy	Wide coverage	More information	Easy to understand	Others,pls. specify
Radio						
Television						
Newspaper						
Books/ Pocketbooks						
Magazine						
Comics						
Internet						



D. What is the information you acquired from using mass media?

	Agriculture	New Technology	Health	Current issues	Showbiz	Politics	Others, pls. specify
Radio							
Television							
Newspaper							
Books/ Pocketbooks							
Magazine							
Comics							

E.1. How often do you use these mass media?

	Once a day	Once a month	Once a year	Others, pls. specify
Radio				
Television				
Newspaper				
Books/ Pocketbooks				
Magazine				
Comics				



E.2. Duration of Exposure to Mass Media

	1-2hours	2-3hours	3-4hors	More than 5 hours	Others, pls. specify
Radio					
Television					
Newspaper					
Books/ Pocketbooks					
Magazine					
Comics					
Radio					

E.3. When did you start using these mass media?

	Last year	Last month	These year	Others,pls. specify
Radio				
Television				
Newspaper				
Books/ Pocketbooks				
Magazine				
Comics				
Internet				

E. What are the information do you need?

- _____ Agriculture
 _____ New technology
 _____ Health
 _____ Weather condition
 _____ Public service
 _____ Cooking tips
 _____ Politics
- _____ Showbiz
 _____ Others, pls. specify

