

BIBLIOGRAPHY

SAWASI, ZENY W. MARCH 2008. Mass Media Habits of Atok National High School-Annex. Benguet State University, La Trinidad, Benguet

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ABSTRACT

A study on mass media habits of Atok National High School-Annex students was conducted to determine the student's socio-demographic profile; identify the mass media used by the students; determine the frequency and length of exposure to mass media; determine the students' reasons for using the mass media; determine the information they acquired from mass media; identify the problems encountered by the students in using the mass media; determine the most preferred mass media of the students; and determine the information needs of the students. Interview schedule was used to gather the data from 60 student respondents who were chosen through quota sampling.

Majority of the respondents were female and belonged to age range of 15-17 years old. All of the respondents were single and majority of them were Roman Catholic.

The respondents used mass media such as book, radio, newspaper, magazine, television and internet. Majority of the respondents used book, radio and television everyday and used newspaper, magazine and internet once a month. Book, radio, newspaper, magazine and internet were mostly used by the respondents for less than one hour and watched television for one to two hours. Most of the respondents use them to be entertained and to be informed.

Crimes and politics were the leading information that the respondents acquired from radio, television, and newspaper; topics related to school from book and internet; and health and cooking tips from magazine. The leading problem encountered by the respondents in using the mass media was the cost wherein they said that it was expensive. Most of the respondents preferred television because it can be viewed and it is available at their home. Academic information, current events (crimes, politics), weather condition and public service announcement were the respondents' leading information needs.

It is concluded that the students are single and within the age range of regular high school. They used more than one mass media and the most commonly used were book, radio and television. The respondents acquired information about current events, weather condition and public service announcement. They used mass media to for information, entertainment and for school requirements. Cost is the main problem encountered by the students in using the mass media. The most preferred media is television because it can be viewed and almost all of them have it at home. They needed academic information and information on current events and weather condition.

It is recommended that more academic information and information on current events and weather condition should be aired on television since this is the mass media preferred by the students; teachers should design alternative activities to encourage more students to use mass media; and further study should be conducted in nearby schools to see the difference.

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INTRODUCTION

Rationale

Mass media is said to be the mirror of a changing society. Mass media like newspaper, radio, television and magazine are considered means of reaching a very wide public audience. They play important roles in the community. They are not just important in spreading information; they also bring leisure and entertainment and they motivate the audience.

Whitney (1975) averred that media have survived by specializing, by fragmenting, by seeking smaller and specific audiences that they can serve, parts of the mass. Not only is the massiveness of television and exotic new forms approaching, but newspapers, movies, magazines and books are present still, plus imaginative array of hybrid media also demanding attention. The mass media's accuracy, quality and independence of special interests are the criteria that affect the mass media habits of the people.

Students, for example, can learn not only through the knowledge and information they learn from their teacher inside the classroom but also through other means. They can acquire some other information from the newspaper, books, radio, television and internet depending on the media which they want to use.

Like in other schools, Atok National High School-Annex with 1,320 students enrolled for the school year 2007-2008 students use different mass media. It is 29 kilometers away from Baguio City and is one of the schools among the three secondary



schools in the municipality of Atok. Therefore, it is necessary to assess and evaluate the mass media habits of ANHS-Annex students.

Statement of the Problem

This study aimed to describe the mass media habits of Atok National High School-Annex students. Specifically, it intended to answer the following questions:

1. What are the socio-demographic characteristics of the students?
2. What mass media materials are used by the ANHS- Annex Students?
3. What is the frequency and length of exposure of the students to mass media?
4. What are the students' reasons for using the mass media?
5. What information did they acquire from the mass media?
6. What are the problems encountered by the students in using the mass media?
7. What is the most preferred mass media of the students?
8. What are the information needs of ANHS-Annex students?

Objectives of the Study

This study sought to identify the mass media habits of Atok National High School-Annex students. Specifically, it aimed:

1. To determine the socio-demographic characteristics of the students;
2. To identify the mass media materials used by ANHS-Annex students;
3. To determine the frequency and length of exposure to mass media;
4. To determine the students' reasons for using the mass media;
5. To determine the information they acquired from the mass media;



6. To identify the problems encountered by the students in using the mass media;
7. To determine the most preferred mass media of the students;
8. To determine the information needs of ANHS-Annex students.

Importance of the Study

Results of the study may be used by the Atok National High School-Annex for designing alternative learning strategies for the students and may also help for future further researches about mass media.

Scope and Limitation of the Study

This study was limited to the mass media habits of Atok National High School students. The study was conducted on November to December 2007. The period of mass media usage was not included during the interview with the students so it was possible that students considered different periods (last year, 6 months ago, at present) when they gave their answers.



REVIEW OF LITERATURE

Frequency and Length of Exposure in Using Mass Media

Kingat (2003) cited that majority (82.27%) of the respondents in BSU claimed they use internet when the need arises. This is when there are assignments to do requiring references.

Farmers of Dalipey, Bakun, and Poblacion, Kibungan, Benguet listened to the radio everyday (74.2 %), once a week (20%) and once a month (20%).The rest (24.67%) listened more than four hours in one sitting. Most of them watched television daily (26.5%), once a week (38.77%) and once a month (34.69%) for 1-2 hours or if they finished watching a movie. Most of them surfed the internet for 2-3 hours once a month. Majority read newspapers, magazines, comics and books for less than 1 hour. Slightly more than half of the 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 (Aboen, 2007).

Majority of the Bachelor of Science in Development Communication students of Benguet State University listened to radio daily (70%); twice a week (15%); and four times a week (2.5%) (Balting, 2007).

Reasons for Using Mass Media

Magalgalit (2005) stated that most jeepney drivers read newspapers to be informed or at the same time to learn (83.33%) and others (73.33%) also read just to be entertained or to counter their boredom while waiting their turn to load passengers.



Radio listeners in Sagubo, Kapangan, Benguet claimed that the radio programs inform (91.11%), entertain (88.88%) and 19 % claimed that the radio program served as their clock, encouraged them to work harder especially if the aired vegetable prices are high, thus making their work lighter and help relieve their body pains (Libag, 2003).

According to Dawigüey (2004), listeners of Radyo ng Bayan- Bontoc listened to radio programs because it informed (96%) and it entertained (18%) them.

Most of the jeepney drivers in La Trinidad, Benguet listened to radio to be entertained (68%); to be informed (18%); and it has clear signal (2%) (Langpawen, 2007).

Information Acquired From Mass Media

News and public service announcement (58%); agriculture (24%) and livelihood (18%) were the information that the respondents in Barangay Palina, Kibungan, Benguet got from radio programs (Paulino, 2004).

According to Bugtong (2007), the information that the students in Benguet State University acquired from broadcast media were general information and academic information. General information includes politics, crimes and others while academic information refers to those that are related to their courses in school.

Respondents in Barangay Tawangan and Barangay Lusod in Kabayan, Benguet acquired information on agricultural information (55%); health (25%); livelihood projects (20%); new technologies (20%); politics (15%); economics (10%); and showbiz (5%) (Abag, 2005).



Problems in Using the Mass Media

Tucdaan (2005) stated that the trainers at the Agricultural Training Institute Cordillera Administrative Region (ATI-CAR) are not using much media because some of them are very expensive and some were inappropriate to use.

Half of the respondents from Poblacion, Kibungan, Benguet claimed that the length of the program, “Boses ti Farmers” is too short and one fifth said it is too long (Allan, 2007).

Lomiwes (2007) stated that the problem of the farmers of Loo, Buguias, Benguet in using mass media were: information in the print material was complicated wherein some words were unfamiliar and difficult to understand (20%) and material was not accessible (6.67%). On the other hand, none of the farmers claimed to have encountered problems on radio.

Information Needs of the Respondents

Among the 50 respondents in Baguio City; 36% wanted to be informed about health; 26% needed information about current issues; and 14% housekeeping. The rest needed information about livelihood, sport, tourist, spots and events (Ogsaen, 2003).

The respondents from three barangays of Mankayan, Benguet claimed that they need information on community issues (54.67%); health and nutrition like medical updates, curative and preventive measures for diseases (53.33%); agriculture (30.67%) specifically farming tips, swine production and current issues. On the other hand, most of the teenager respondents enumerated topics such as student life (22.67%); teenage life (9.33%); and entertainment news (sports and movies) (18.67%). Married female



respondents also listed family life (14.6%) sex education (8.00%) and cooking tips (6.67%) (Anno, 2003).

The farmers of Barangay Pacso, Kabayan, Benguet claimed that they needed information on health (78%); animal raising (68%); and food processing (38%) (Pocdo, 2003).

According to Onnon (2005), cutflower growers in Barangay Alno and Barangay Bahong, La Trinidad, Benguet needed information on controlling pests and diseases (100%); fertilization (64%); and farm management (35%).

The listeners in Pandayan, Tadian, Mountain Province claimed that they needed information on controlling pests and diseases (38%); vegetable production (32%); environmental issues (20%); science and technology (16%); animal production (16%); health and nutrition (14%); and orchard production (2%) (Balanggoy, 2003).



METHODOLOGY

Locale and Time of the Study

The study was conducted in Atok, Benguet (Fig. 1). It is 29 kilometers away from Baguio City, the Summer Capital of the Philippines.

Specifically, it was conducted at Atok National High School-Annex, Camp 30, Caliking, Atok, Benguet with 1,320 students enrolled for the school year 2007-2008. The school is 29 kilometers away from Baguio City, the Summer Capital of the Philippines. It is one of the schools among the three secondary schools in the municipality of Atok. The other schools are Atok National High School-Main and Saint Paul's Academy which are 10 and 21 kilometers away respectively from Atok National High School Extension. It was founded on June 26, 1990 with the help of parents and barangay officials who decided to make a joint resolution requesting authorities concerned for the opening of Atok National High School Extension.

The place was chosen as the study area because like in other school wherein students use different mass media, the school needs assessment on the mass media habits of students.

The study was conducted on November 2007 to December 2007.

Respondents of the Study

The respondents of this study were 60 students of Atok National High School-Annex students. They were chosen using quota sampling. Fifteen students were taken from every year level.



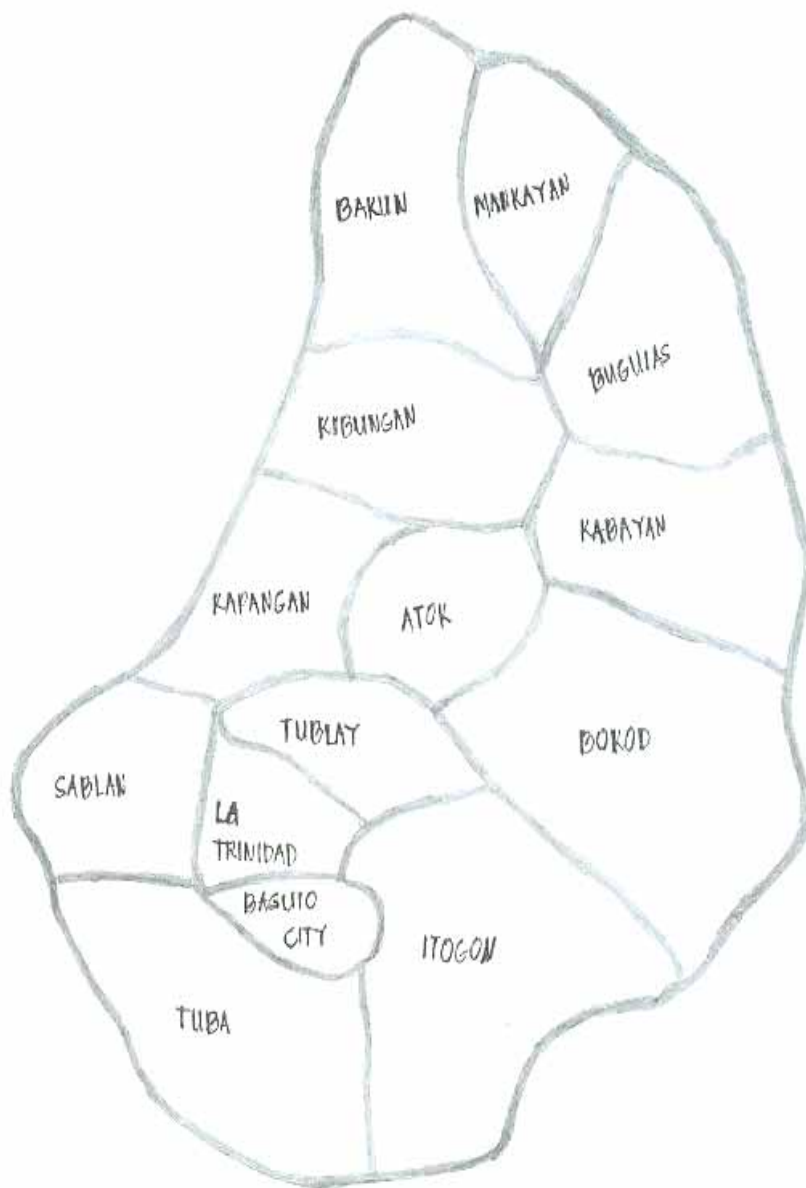


Figure 1. Map of Benguet showing the location of the study



Data Collection

An interview schedule was used in obtaining the data from the respondents. The questions were simplified and some were translated to Ibaloi during the interview which was personally conducted by the researcher.

Data Gathered

The data gathered were the mass media used by the respondents, frequency and length of exposure to mass media, reasons for using mass media, information acquired from mass media, problems encountered from using the mass media, and their information needs.

Data Analysis

The data gathered from the respondents were consolidated, tabulated and analyzed using percentages, frequency counts, mean and ranking.



RESULTS AND DISCUSSION

Socio-Demographic Profile of ANHS- Annex Students

Table 1 presents the respondents' socio-demographic profile in terms of sex, age and religion. Almost three-fourths (70%) of the respondents were female and majority (63.33%) belonged to the age range of 15-17 years old. Majority (56.67%) of the respondents were Roman Catholic while the others were Baptist, Pentecost, UCCP, Bahai Faith or Seventh Day Adventist.

Table 1. Socio-demographic profile of ANHS-Annex students

CHARACTERISTICS	NO. OF RESPONDENTS	PERCENTAGE
Sex		
Female	42	70.00
Male	18	30.00
TOTAL	60	100.00
Age		
12-14	22	36.67
15-17	38	63.33
TOTAL	60	100.00
Religion		
Roman Catholic	34	56.67
Baptist	12	20.00
Pentecost	10	16.67
UCCP	2	3.33
Bahai Faith	1	1.67
Seventh Day Adventist	1	1.67
TOTAL	60	100.00



Types of Mass Media Used by ANHS-Annex Students

Table 2 shows the types of mass media used by the respondents which include book, radio, television, magazine and internet. Results show that majority of the respondents used three or more mass media where book was the number one used by all of the respondents. Some books they used contained different stories, inventions and other information related to their topics or lessons in school. The next two leading mass media mostly used by the respondents were radio (96.67%) and television (95%). Only 5 or 8.33% of the respondents used the internet. This is due to the absence of internet connection in their community. They have to go to La Trinidad or Baguio City to use the internet. Results show that printed media and the internet were least used by the respondents.

This finding is similar to that of Bugtong (2007) where the leading mass media mostly used by Benguet State University students were radio, book and television.

Table2. Types of mass media used by ANHS-Annex students

TYPES OF MASS MEDIA	NO. OF RESPONDENTS	PERCENTAGE
Radio	58	96.67
Television	57	95.00
Newspaper	45	75.00
Magazine	32	53.33
Internet	5	8.33

*Multiple Response



Types of Mass Media Used According to Year Level

Table 3 shows the types of mass media used by the respondents according to year level. All of the respondents from all year level used book because most of the time, they were required by their teacher to bring their textbooks to be able to relate easily to what is being taught and they were also required to read other books aside from their textbooks.

It was also observed that all respondents from second and fourth year levels used radio and television. For first and third year levels, radio ranked second. Internet was also used by 2 or 13.13 % of respondents from the second years and only one each from first, third and fourth year levels.

Table 3. Types of Mass Media Used According to Year Level

TYPES OF MASS MEDIA	YEAR LEVEL									
	1 st Year (n=15)		2 nd Year (n=15)		3 rd Year (n=15)		4 th Year(n=15)		Total(n=60)	
	No.	% **	No.	% **	No.	%**	No.	% **	No.	%**
Book	15	100.00	15	100.00	15	100.00	15	100.00	60	100.00
Radio	14	93.33	15	100.00	14	93.33	15	100.00	58	100.00
TV	13	86.67	15	100.00	14	93.33	15	100.00	57	100.00
Newspaper	12	80.00	10	66.67	9	60.00	14	93.33	45	100.00
Magazine	10	66.67	9	60.00	5	33.33	8	53.33	32	100.00
Internet	1	6.67	2	13.33	1	6.67	1	6.67	5	100.00

*Multiple Response

**Row Percentage

Types of Mass Media Used According to Sex

Table 4 shows the types of mass media used according to sex. Book ranked first



for both male (100%) and female (100%) respondents. For the male respondents, second was television (94.44%) followed by radio (88.89%). It was noted that for the female respondents, both books (100%) and radio (100%) ranked first and second was both television (95.24%) and newspaper (95.24%).

This implies that there is only a slight difference in the use of book, television, and internet among male and female respondents. This supports the findings of Bugtong (2007) wherein radio ranked first for both male and female respondents; for the female respondents, second was book followed by television then newspaper; and for the males, second was internet followed by television then books.

Table 4. Types of mass media used according to sex

TYPES OF MASS MEDIA	SEX					
	MALE (n=18)		FEMALE (n=42)		TOTAL (n=60)	
	No.	% **	No.	% **	No.	% **
Book	18	100.00	42	100.00	60	100.00
Radio	16	88.89	42	100.00	58	100.00
Television	17	94.44	40	95.24	57	100.00
Newspaper	5	27.78	40	95.24	45	100.00
Magazine	2	11.11	30	71.43	32	100.00
Internet	2	11.11	3	7.14	5	100.00

*Multiple Response

**Row Percentage



Types of Mass Media Used According to Age

Table 5 presents the mass media used by the respondents according to age. All respondents from both age brackets used book. Radio (95.45%) and television (95.45%) ranked second for 12-14 age bracket while radio (97.37%) ranked second followed by television (94.74%) on 15-17 age bracket. Although there were differences in number, the ranking of mass media in terms of users was almost the same for both age brackets.

Table 5. Types of mass media used according to age

TYPES OF MASS MEDIA	AGE BRACKETS					
	12-14 (n=22)		15-17 (n=38)		TOTAL (n=60)	
	No.	%**	No.	%**	No.	%**
Book	22	100.00	38	100.00	60	100.00
Radio	21	95.45	37	93.37	58	100.00
Television	21	95.45	36	94.74	57	100.00
Newspaper	17	77.27	28	73.68	45	100.00
Magazine	13	59.09	19	50.00	32	100.00
Internet	2	9.09	3	7.89	5	100.00

*Multiple Response

**Row Percentage

ANHS-Annex Students' Frequency in Using Mass Media

Table 6 shows the respondents' frequency of using mass media. All of the respondents read the book daily.



Radio was also used by the respondents daily (79.31%) and some used it once a week (22.41%). Majority of the respondents also used television daily (77.19%) and three of them used it once a month.

The newspaper was also read by the respondents once a month (57.78%); once a week (33.33%); and daily (8.89%). Most of the respondents used the magazine (46.88%) and internet (100%) once a month.

Most of the respondents used the book, radio and television daily and used newspaper, magazine and internet once a month. This support the findings of Bugtong (2007) that most of the students in BSU used radio and television daily and more than one fourth of them used print media once a week.

Table 6. ANHS-Annex students' frequency of using mass media

TYPES OF MASS MEDIA	FREQUENCY							
	Daily		Once a week		Once a month		Once a year	
	No.	%	No.	%	No.	%	No.	%
Book (n=60)	60	100.00	-	-	-	-	-	-
Radio (n=58)	46	79.31	22	22.41	-	-	-	-
Television (n=57)	44	77.19	10	17.54	3	5.26	-	-
Newspaper (n=45)	4	8.89	15	33.33	26	57.78	-	-
Magazine (n=32)	3	9.38	9	28.13	15	46.88	5	15.63
Internet (n=5)	-	-	-	-	5	100.00	-	-



ANHS-Annex Students' Length of Exposure to Mass Media

Table 7 presents the length of exposure to mass media. Majority of the respondents read the book for less than one hour (66.67%) and only four of them read it for 5-6 hours.

The respondents also listened to the radio for less than one hour (51.72%); 1-2 hours (29.31%); 3-4 hours (12.07%); and 5-6 hours (6.90%). Most of them watched television for 1-2 hours (47.37%) and 3-4 hours (38.60%). They also read the newspaper for less than one hour (88.89%) and 1-2 hours (11.11%).

Majority of the respondents read the magazine for less than one hour (93.75%) and only two read it for 1-2 hours. All of the respondents who used internet used it for less than one hour. This could be due to lack of internet connection in the community and maybe because it is expensive and they lack time to go in La Trinidad or Baguio City to surf the internet.

Table 7. ANHS- Annex students' length of exposure to mass media

TYPES OF MASS MEDIA	DURATION OF EXPOSURE									
	Less than one hour		1-2 hours		3-4 hours		5-6 hours		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Book (n=60)	40	66.67	9	15.00	9	11.67	4	6.67	60	100.00
Radio (n=58)	30	51.72	17	29.31	7	12.07	4	6.90	58	100.00
Television (n=57)	6	10.53	27	47.37	22	38.60	2	3.50	57	100.00
Newspaper (n=45)	40	88.89	5	11.11	-	-	-	-	45	100.00
Magazine (n=32)	30	93.75	2	6.25	-	-	-	-	32	100.00
Internet (n=5)	5	100.00	-	-	-	-	-	-	5	100.00



Majority of the respondents read book, newspaper and magazine, listened to radio and used the internet for less than one hour. Most of the respondents watched television for 1-2 hours. This supports the findings of Aboen (2007) that respondents in Kibungan, Benguet watched television for 1-2 hours.

ANHS-Annex Students' Reasons for Using Mass Media

Reasons for using mass media are presented in Table 8. The leading reason for using the mass media except radio was to be informed. For radio, the leading reason was to be entertained followed by to be informed because as they said, they spent more time in listening to music on FM stations than in listening to news or commentaries aired on AM stations. Some also reasoned out that they used the mass media for school requirement especially the book because most of the time, they were required by their teachers to read other books aside from their textbook. Same with newspaper, 14 or 31.11% of the respondents read it only if they were required by their teacher to read it. But for most of the media, many of the students used them primarily to be informed and to be entertained.

These support the findings of Bugtong (2007) that the main reasons of BSU students in using broadcast and print media were: to be informed and to be entertained.



Table 8. ANHS-Annex Students' Reasons for Using Mass Media

TYPES OF MASS MEDIA	REASONS					
	To be Entertained		To be informed		For school Requirement	
	No.	%	No.	%	No.	%
Book (n=60)	4	6.67	36	60.00	21	35.00
Radio (n=58)	35	60.34	30	51.72	9	15.51
Television (n=57)	34	59.65	36	63.16	10	17.54
Newspaper (n=45)	6	13.33	28	62.22	14	31.11
Magazine (n=32)	13	40.63	15	46.88	10	22.22
Internet (n=5)	1	20.00	3	60.00	1	20.00

*Multiple Response

Kinds of Information Acquired by ANHS- Annex Students from Mass Media

Table 9 shows the kinds of information acquired from mass media. From radio, television and newspaper, the leading information was on crimes and politics. From radio and television, the next leading information was on public service announcement followed by weather condition. The second leading information from newspaper was weather condition followed by stories about celebrities.

Topics related to their lessons in school were also the information they got from book and internet. On magazine, 32 or 100% of the respondents got information for health and cooking tips.

The result support the findings of Abag (2005) that respondents in Kabayan, Benguet acquired information on information on agricultural information, health, livelihood projects, new technologies, politics, economics and showbiz (Abag, 2005). It



also supports the study of Paulino (2004) wherein she stated that news and public service announcement, agriculture, and livelihood were the information that the respondents in Barangay Palina, Kibungan, Benguet got from radio programs.

Table 9. Kinds of information acquired by ANHS- Annex students from mass media

TYPES OF MASS MEDIA	INFORMATION											
	Weather condition		Crimes and politics		Public service announcements		Topics related to school		Showbiz		Health and cooking tips	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Book (n=60)	-	-	-	-	-	-	60	100.00	-	-	-	-
Radio (n=58)	35	60.34	40	68.97	39	67.24	-	-	3	5.17	-	-
Television (n=57)	37	64.91	46	80.70	40	70.18	1	1.75	11	19.30	-	-
Newspaper (n=45)	6	35.56	39	86.67	2	4.44	-	-	3	6.67	-	-
Magazine (n=32)	-	-	-	-	-	-	-	-	-	-	32	100.00
Internet (n=5)	-	-	-	-	-	-	5	100.00	-	-	-	-

*Multiple Response

Problems Encountered by ANHS- Annex Students when Using Mass Media

Problems encountered from using mass media are presented on Table 10. From radio, television, newspaper, magazine and internet, the leading problem encountered by the respondents was the cost wherein they said that it is expensive. From book, the leading problem encountered was difficult to understand wherein the respondents said that the words used are not simple enough to be understood. As a result, they do not understand what they have read.



On internet, the next leading problem was inavailability of internet connection. As mentioned earlier, they had to go to Baguio City or La Trinidad to have access to the internet. They also said that they have limited knowledge in using the internet.

The result supports the findings of Lomiwes (2007) that farmers from Loo, Buguias, Benguet claimed that information in the print material was complicated wherein some words were unfamiliar and difficult to understand (20%) and material was not accessible (6.67%). On the other hand, none of the farmers claimed to have encountered problems on radio. It also supports the study of Kingat (2003) that BSU students claimed that they had difficulties in searching the internet because of limited knowledge on how to use it.

Table 10. Problems encountered by ANHS- Annex students when using mass media

TYPES OF MASS MEDIA	PROBLEMS							
	Expensive		Difficult to Understand		Not Detailed		Not Available	
	No.	%	No.	%	No.	%	No.	%
Book (n=60)	15	25.00	29	48.33	6	10.00	1	1.67
Radio (n=58)	13	22.41	13	22.41	11	18.97	4	6.90
Television (n=57)	24	42.11	9	15.79	6	10.53	4	7.02
Newspaper (n=45)	22	48.89	8	17.78	1	2.22	5	11.11
Magazine (n=32)	17	53.13	5	15.63	1	3.13	4	12.50
Internet (n=5)	5	100.00	-	-	-	-	2	40.00

*Multiple Response



ANHS- Annex Students' Preferred Mass Media

Table 11 shows the mass media preferred by the respondents. The respondents from ANHS-Annex preferred television (45%), book (28.33%), and radio (25%). Only one of the respondents preferred newspaper. Newspapers were not preferred because newspaper stands or vendors of newspapers were not available in the place. They need to go to Baguio or La Trinidad to buy newspapers. This means that they have to travel for about 45 minutes to 1 hour and spend about 35 pesos for the fare if they go to Baguio City or travel for about 30-45 minutes and spend about 30 pesos for the fare if they go to La Trinidad.

This supports the findings of Lomiwes (2007) that 20 % of the farmers in Loo, Buguias, Benguet preferred radio and nobody mentioned or preferred printed materials.

Table 11. ANHS- Annex students' preferred mass media

TYPES OF MASS MEDIA	NO. OF PERCENTAGE	PERCENTAGE
Television	27	45.00
Book	17	28.33
Radio	15	25.00
Newspaper	1	1.67



ANHS-Annex Students' Reasons for Preferring Mass Media

Table 12 presents the reasons of the respondents for preferring mass media. Respondents who preferred television reasoned out that they preferred television because it can be viewed (74.07%); easy to understand (40.74%); gives more information (25.93%) and available at their home (7.41%).

Radio was also preferred because of its availability at their home (66.67%); gives more information (40.00%); and it is cheaper (40.00%).

Only one of the respondents preferred newspaper because as claimed by the respondent, it is easy to understand.

Easy to understand, gives more information and availability were the leading reasons of the respondents in preferring the mass media.

This supports the findings of Lomiwes (2007) that farmers of Loo, Buguias, Benguet preferred radio because information were up to date and can be brought to their garden.



Table 12. ANHS-Annex students' reasons for preferring mass media

PREFERRED MASS MEDIA	REASONS FOR PREFERRING MASS MEDIA											
	Easy to understand		Gives more information		Available		Cheaper		Helpful in their studies		It can be viewed	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Television (n=27)	11	40.74	7	25.93	2	7.41	-	-	-	-	20	74.07
Book (n=17)	2	11.76	7	41.18	4	25.53	1	5.89	13	76.47	-	-
Radio (n=15)	4	26.67	6	40.00	10	66.67	6	40.00	-	-	-	-
Newspaper (n=1)	1	100.00	-	-	-	-	-	-	-	-	-	-

*Multiple Response



Information Needs of ANHS- Annex Students

Table 13 shows the information needs of the respondents. It shows that the leading information needs were: academic information (40.00%), current events (crimes and politics) (36.67%), weather condition (25%) and public service announcement (13.33%).

This supports the result of the study of Ogsaen (2007) wherein she stated that respondents in Baguio City wanted to be informed about health; current issues; and housekeeping. The rest needed information about livelihood, sport, tourist, spots and events.

It also supports the findings of Anno (2003) wherein she cited that respondents from Mankayan, Benguet needed information on community issues (54.67%); health and nutrition like medical updates, curative and preventive measures for diseases (53.33%); agriculture (30.67%) specifically farming tips, swine production and current issues. On the other hand, most of the teenager respondents enumerated topics such as student life (22.67%); teenage life (9.33%); and entertainment news (sports and movies) (18.67%). Married female respondents also listed family life (14.6%) sex education (8.00%) and cooking tips (6.67%).



Table 13. Information needs of ANHS- Annex students

INFORMATION	NO. OF RESPONDENTS	PERCENTAGE
Academic information	24	36.67
Current events (crimes, politics)	22	36.67
Weather condition	15	25.00
Public service announcement	8	13.13
Inventions and scientists	5	8.33
Health	3	5.00
Sports	1	1.67

*Multiple Response



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study on mass media habits of Atok National High School-Annex students, was conducted to determine the student's socio- demographic profile, to identify the mass media used by the students, to determine the frequency and length of exposure to mass media, to determine the students' reasons for using the mass media, to determine the information they acquired from mass media, to identify the problems encountered by the students in using the mass media, to determine the most preferred mass media of the students and, to determine the information needs of the students.

Interview schedule was used to gather the data. There were 60 respondents chosen using quota sampling. This was composed of fifteen students from each year level of Atok National High School-Annex.

Most of the respondents were female and majority belonged to age range of 15-17 years old. All of the respondents were single and most of them were Roman Catholic.

The respondents used mass media such as book, radio, newspaper, magazine, television and internet. All of them used book and only five of the respondents used internet.

Majority of the respondents used book, radio and television everyday. Newspaper, magazine and internet were also used mostly by the respondents once a month.

Book, radio, newspaper, magazine and internet were mostly used by the respondents for less than one hour and watched television for one to two hours.



For most of the media, many of the respondents use them to be entertained and to be informed.

Crimes and politics were the leading information that the respondents acquired from radio, television, and newspaper; topics related to school from book and internet; and health and cooking tips from magazine.

The leading problem encountered by the respondents in using the mass media was the cost wherein they said that it was expensive. For book, the leading problem was its content wherein they said that it was difficult to understand.

Most of the respondents preferred television, followed by book then radio. Only one of them preferred newspaper. The respondents' main reasons for preferring television were: it can be viewed and it is available at their home; book, it is helpful in their studies; radio, available at their home; and newspaper, it is easy to understand.

Academic information, current events (crimes, politics), weather condition and public service announcement were the respondents' leading information needs.

Conclusions

Based on the results of the study, the following conclusions were derived:

1. All of the Atok National High School- Annex are single and within the age range of regular high school.
2. Many of the students used more than one mass media and the most commonly used were book, radio and television. Very few used the internet.
3. Most of the students used the mass media to get information about current events (crimes, politics), weather condition and public service announcement.



4. Mass media were used by the respondents for varied reasons: to be informed, to be entertained and for school requirements.
5. Cost is the main problem encountered by the students in using the mass media.
6. The most preferred media was television because it can be viewed and almost all of them have it at home.
7. Most of the students needed academic information and information on current events and weather condition.

Recommendations

Based on the conclusions, the following recommendations were derived:

1. Aside from educational topics they read from books, more academic information and information on current events and weather condition should be aired on television since this is the mass media preferred by the students of Atok National High School-Annex.
2. Teachers should design alternative learning strategies to encourage more students to use mass media.
3. Further study should be conducted in nearby schools to see the difference.



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APPENDICES

INTERVIEW SCHEDULE

A. SOCIO-DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Name: _____ Civil Status: _____
 Age: _____ Year Level: _____
 Sex: _____ Religion: _____

B. WHAT MASS MEDIA MATERIALS DO YOU USE?

_____ Radio
 _____ Television
 _____ Newspaper
 _____ Books
 _____ Magazine
 _____ Internet
 _____ Others, pls. specify: _____

C. 1. HOW OFTEN DO YOU USE THE MASS MEDIA?

Mass Media	Daily	Once a week	Once a month	Once a year	Only when needed	Others, pls. specify
Radio						
Television						
Newspaper						
Book						
Magazine						
Internet						
Others:_____						

C. 2. LENGTH OF EXPOSURE TO MASS MEDIA

Mass Media	Less than 1 hour	1-2 hours	3-4 hours	5-6 hours	Others, pls. specify
Radio					
Television					
Newspaper					
Book					
Magazine					
Internet					
Others:_____					



D. WHAT ARE YOUR REASONS IN USING THE MASS MEDIA?

Mass Media	To be Entertained	To be Informed	For school Requirement	Others, pls. specify
Radio				
Television				
Newspaper				
Book				
Magazine				
Internet				
Others: _____				

E. WHAT INFORMATION DID YOU ACQUIRE FROM THE MASS MEDIA?

Mass Media	Pls. Check
A. Radio -weather condition -crime issues -issues on politics -public service announcement -others, pls. specify: _____	_____ _____ _____ _____
B. Television -weather condition -crime issues -issues on politics -public service announcement -others, pls. specify: _____	_____ _____ _____ _____
C. Newspaper -weather condition -crime issues -issues on politics -others, pls. specify: _____	_____ _____ _____
D. Book -stories -lessons/topics in school -others, pls. specify: _____	_____ _____ _____
E. Magazine -health and cooking tips -others, pls. specify: _____	_____ _____
F. Internet -lessons/topics in school -others, pls. specify: _____	_____ _____
G. Others(pls. specify)_____ _____	_____



F. WHAT ARE THE PROBLEMS YOU ENCOUNTERED IN USING THE MASS MEDIA?

Mass Media	Expensive	Difficult to understand	Not detailed	Not available	Others, pls. specify
Radio					
Television					
Newspaper					
Book					
Magazine					
Internet					
Others: _____					

G. WHAT MASS MEDIA DO YOU PREFER?

_____ Radio, why? _____

_____ Television, why? _____

_____ Newspaper, why? _____

_____ Book, why? _____

_____ Magazine, why? _____

_____ Internet, why? _____

_____ Others (pls. specify), why? _____

I. WHAT INFORMATION DO YOU NEED?

