

## **BIBLIOGRAPHY**

TULAY, ATHALIAH G. APRIL 2011. A Profile of Sagada-Igorot.com, Benguet State University, La Trinidad, Benguet.

Adviser: Chamberlane P. Altatis, BSc

## **ABSTRACT**

The study was conducted to determine how Sagada-Igorot.com started, what is the profile of the blogger, the contents of the blog and its purpose and the perceptions of the respondents in terms of Weinberg's characteristics of blogging through profiling.

The perceptions of the respondents with regards to Weinberg's characteristics of blogging were analyzed using purposive sampling and frequency counts.

Results revealed that Sagada-Igorot.com adhered to Weinberg's characteristics of blogging. Also, the blog and other Igorot blogs were created because of the different misconceptions and discrimination on Igorot people, culture and society.

It is recommended that more Igorot blogs should be generated to educate Filipinos who have little knowledge on Igorot culture. Additionally, promotion and information-sharing on the part of the readers should be done to minimize and eradicate the issue.

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## INTRODUCTION

### Rationale

Twenty-first century is a time for upgraded information, communication technologies, especially the internet. It can emulate hard copies and disseminate proven or theorized study or information at any rate. With all the advent ways of communication, blogging is one of it.

Blogging according to Diaz (2008) is a contraction of the term “we blog”. It is considered as a generation “Y” item or the internet generation term that started during the mid 1990s. Wisegeek (2010) also defines blog as type of a website that has regular entries featuring commentaries, description of events and news both personal and general.

Blogging as a current popular means of communication has also great impacts, especially on social issues. Although most blogs today talks about television celebrities which focuses on their scandals and rumors, some blogs also lead to significance discussions on societal and cultural issues. In the Cordillera, blogging has already one of the medium for increasing Igorot culture and awareness, and Sagada-Igorot.com is one of the many Igorot blogs.

Sagda-Igorot.com is a blog administered by an Igorot blogger named Kamulo wherein it depicts and discusses the Igorot community and Sagada. It further shares the different stories of the Igorot people as they traverse the different places in the world.

As a result, a research regarding on the profile of the blog Sagada-Igorot.com was conducted to further strengthen the blogging methods of the blogger and also the future



bloggers. The study also aimed to find out whether Sagada-Igorot.com can easily be suited for other purposes especially in educating fellow Filipinos with regards to Igorot culture.

### Statement of the Problem

The study generally aimed to determine the profile of Sagada-Igorot.com

It specifically answered the following questions:

1. What is the history of Sagada-Igorot.com blog?
2. What is the profile of the blogger?
3. What are the contents of the blog?
4. What are the socio-demographic profiles of the blog followers?
5. What are the perceptions of the respondents of the blog followers in terms of Weinberg's characteristics of blogging?

### Objectives of the Study

The study determined the profile of the blog Sagada-Igorot.com, it specifically:

1. Determined the history of the Sagada-Igorot.com;
2. identified the profile of the blogger;
3. classified the contents of the blog;
4. determined the socio-demographic profile of the blog followers; and
5. identified the perceptions of the respondents about the blog in terms of Weinberg's characteristics of blogging.



### Importance of the Study

The study purposely determined the profile of Sagada-Igorot.com and the perceptions of the followers about the characteristics of the blog in terms of Weinberg's characteristics of blogging. Further, it also determined the challenges faced by the blogger in coming up with the blog; and the blog's objectives.

Researchers of the same field and other related fields may also use the result of the study as a point of reference.

### Scope and Limitations of the Study

The study focused on the profile of Sagada-Igorot.com and the perceptions of the followers' perceptions about the blog site in terms of Weinberg's characteristics of blogging. The study did not cover other Igorot blogs.



## REVIEW OF LITERATURE

### Blogging as a Media

Blogging, either personal or corporate is defined as a type of website, usually written by an individual with day-to-day entries of comments from participating members, descriptions of events, and various other materials such as graphics or video. Entries are usually displayed in reverse-chronological order. The word ‘Blog’ can also be used as a verb, which bears the meaning to maintain or add content to a blog (Maira *et al.*, 2008).

A blogger can write anything that interest him or the things that he thinks is worth sharing for. This is why community blogging can be used for identity or culture education and assertion (Kamulo, 2009).

The Igorots formed blogs where they can post all of their experiences, reactions, counter-reactions and opposition to any misconceptions regarding them. They created a community when they come together as Igorots who are asserting their identity through blogging. Also, Maira *et al.*, (2008) added that, several of the Igorots do not personally know each other but they relate easily because they share a common ideology and that is the need to assert their identity – a need which every one of them responded to.

Blogging plays a very important role in the formation of such community because it served as a tool in the formation and dissemination of ideology and culture (Downes, 2005). Unlike in the other mass media like television, radio and print, the Igorots can only have a little chance of being heard, through the internet, it is greater than the other mass media.



## Profile

According to dictionary30.com, a profile is a degree of exposure to public notice. It is also the process of examining the available data in a given topic, and collecting information about that topic (Loshin, 2003). Through profiling, existing topic can easily be used for other purposes and it can also improve the validity of the topic.

## Characteristics of Blogging

According to Weinberg (2010), there are at least ten characteristics of a successful blog(gers), which may give blogs fame, fortune and loyal followings. These are:

*Consistency.* A blog must be consistent at providing quality content on regular basis by posting more than once or at least once a day, wherein readers expect frequent updates.

*Eloquence.* The blogger must write well, and have something insightful to say. They also must have contents that exude intelligence and occasional wit. They treat writing like an art and their art is viral.

*Uniqueness.* The blog must not do what everyone else does. It must have a memorable design, trying its best to build a character and being a vault of resources among other things.

*Specific.* A blog must have a specific focus, it is a chock full of great content on the subject matters that the readers care most about.

*Personal.* A characteristic of a blog wherein the blogger may not have to make his blog completely personal but it is about getting to know who the person is behind the screen. He may give stories which could relate to his topic and his mission in blogging.





*Analytical.* A blog must take a good look at data and analyze it clearly, and with regular status updates of everything in the social media marketing and PR universe.

*Detail.* The blogger must show his passion into the blog post, offering deep insight instead of just regurgitating news.

*Thought-Provoking.* A blog that make you think once you finish reading the article to improve are the ones that fit this label. A reader can't help but read the posts and get a few weeks takeaways on what to do next. The blog pushes the envelope but make the reader think long and hard about what's going to happen next.

*Passion.* In everything that the blogger does, it is evident that he love what he does and will work tirelessly to provide the ultimate experience to their readers, audience, and their community.

*Instructional.* Usually these are the blogs that hold your hand to get things done, best example of it are the recipe and cooking blogs.

*Networked.* In order for people to find you, you need to be able to market your blog to them by visiting or commenting on other blogger's post consistently. Go to local or national face-to-face events to meet other bloggers, it's a way to let people know you actually exist in real world.

*Paragraph Length.* When writing articles, make sure that the paragraph lengths should not have 30-40 lines wherein the visual appearance of a huge wall text will be so overwhelming and intimidating that readers will be discouraged to read the post in its entirety.

*Blog readability.* An easy-to-read blog post helps people scan through it so that they can decide whether it's interesting to them or not. Consider the following tips: keep paragraphs short, have one idea per paragraph, use bulleted lists, use headings to break up



your post into logical sections, use bold and emphasis to highlight key terms and concepts, and keep your writing clear, avoid ambiguous language.

### The Igorots

The Igorot are one of the first inhabitants of the Philippine islands. The word Igorot means mountain people in tagalog. The word Igorot itself is consistently spelled “Ygolot” in Spanish records of the period. It is believed that they arrived from the northern islands of China and Tonkin (northern Vietnam) more than 10,000 years ago. Currently, they are popularly known to be living in Northern Luzon. They used to occupy an area known as Mountain Province, but recently the province was divided into four: Benguet, Ifugao, Kalinga, Apayao and Mt. Province. There are six Igorot tribes: Ibaloi, Kankana-ey, Ifugao, Kalinga, Apayao (Isnegs) and the Bontocs. The province of Benguet is inhabited by the Ibaloi and Kankana-eyes; the province of Ifugao is inhabited by Ifugao; the Mountain Province is inhabited by the Bontocs; and the Province of Kalinga-Apayao is inhabited by the Kalinga (De Los Reyes *et al.*, 2007).

The word Igorot itself had by this time become a more specific ethnic designation; although it still showed up occasionally in the broader sense of “mountaineer”, it was generally restricted to the native peoples of Benguet, Ifugao, Mountain Province, Kalinga-Apayao and Kayapa of municipality of Nueva Vizcaya (de Castro, 2007).

According to Scott and Conklin (1982), during the Spanish period, Igorots are described physically as muscular, well-proportioned, bid-bodied, athletic, fleet as deer, and so strong even women and children could can carry heavy loads up the steepest trails.



By all accounts, they were better built and lighter-skinned than their lowland brethren. Furthermore, as stated by Father Herosa (a respected priest during the Spanish time), Igorots were “superior in everything to the Filipinos of the conquered provinces, who excel them only in having been raised in the faith, civility and good breeding”. Their lighter complexion and graceful bodies shows that they are of Chinese descent or admixture.

Today, the images of the male Igorot as “cowboys” become pervasive aura among educated highlanders. It served to enhance conceptions that were compatible with the growing idea of highlanders’ sharing vaguely defined but deeply felt basic nature and way of life (Sagalla, Lambert, 2005) as cited by Finn (2005). On the one hand, the cowboy idea served as a powerful image suggesting to every highlander their exceptional adaptability and strength to overcome adverse circumstances. On the other hand, the image also brought to mind a pioneering spirit of endure. Ultimately, it embraced the notion of highlanders as brave and heroic figures. Indeed, among highlander men of this generation, to refer to a fellow highlander as “cowboy” is a cherished compliment (Finn, 2005).

### Culture

Culture is traditionally the oldest human character, its significant traces separating Homo from australopithecines, and Man from the Animals, though new discoveries are blurring these edges in our day (Perez, 1988).



As cited by Harris et al., (2002), Tylor (1871) wrote that "culture or civilization, taken in its wide ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society" while a 2002 document from the United Nations agency UNESCO states that culture is the "set of distinctive spiritual, material, intellectual and emotional features of society or a social group and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs".

### Definition of Terms

1. *Igorot* – any individual who belongs to any of these tribes: Kankana-ey, Ibaloi, Bontoc, Ifugao, Kalinga, Apayao and Kalanguya.
2. *Non-Igorot citizens or lowlanders* – any individual that does not belong to the above mentioned Igorot tribes.
3. *Igorot blog* – a blog that has the following criteria: blog administrator must be an Igorot, of any of the mentioned tribal affiliation; the blog must tackle about Igorot culture; and the administrator must know the (an) Igorot culture which is an experienced blogger.
4. *Readability* – refers to the visual length of an article in a blog post.



## **METHODOLOGY**

### Locale and Time of the Study

The study was conducted in a virtual community (Figure 1) wherein the respondents and the researcher exchanged ideas through emails.

With migration and because of the fast augmentation of innovations, the blogger and the followers found a new way of communicating with each other and coping up with the society, as a result, the use of internet, wherein blogging – Sagada-Igorot.com is incorporated.

Hence, virtual setting is the locale of the study because the followers and the bloggers hail from different places of the Philippines and the world. Through this site, some followers found their commonality and education with regards to Igorot society.

The study will be conducted from December 2010 to January 2011.

### Respondents of the Study

The study chose the Igorot blog Sagada-Igorot.com as a key source which corresponds to the criteria. The criteria to be considered were: must be an Igorot blogger, of any tribal affiliations; blogger must have a blog that tackles about the Igorot culture; blogger must know the (an) Igorot culture and an experienced writer.

A secondary set of respondents was determined: there were 22 students and 32 professionals who are followers of the blog regardless of tribal affiliation aging from 18-42. Each of the followers of the blog was sent a message asking for his/her consent to be a respondent of the study, however, only 53 among the followers replied resulting to the



said number of respondents.

Furthermore, the researcher purposively chose the followers of the blog for they already know the strategies of the blogger when posting issues, and for that they were more credible in evaluating the blog and the blogger. The following criteria in choosing the followers were considered: the follower must read the blog frequently; and, they must have a name on the followers' section.

### Data Collection

The blogger of Sagada-Igorot.com was consulted through email interview while the 53 respondents were sent a survey questionnaire. Moreover, when there were ideas that were not properly explained, the researcher further emails the respondents of the study for clearer and better results.

Aside from interview, literature reviews and information retrieval were also applied to come up with the needed information on the profile of Sagada-Igorot.com and on the perceptions of the followers about the blog site in terms of Weinberg's characteristics of blogging.

### Data Gathered

The data gathered focused on the profile of the blog Sagada-Igorot.com and the followers' perceptions with to the characteristics of blogging according to Weinberg; and the objectives of the blogger in coming up with Sagada-Igorot.com.



### Data Analysis

The data gathered were consolidated, tabulated and analyzed through descriptive analysis using the frequency counts, averages and percentages. Narrative reports were also used to discuss the data gathered.



## RESULTS AND DISCUSSION

### History of Sagada-Igorot.com

In coming up with an effective and successful Sagada-Igorot.com, the blog underwent different renovations.

Sagada-Igorot.com used to exist as “*Kamulo and Kosta’s Home: Breathtaking Sagada, Philippines and the Igorot People*”, wherein, two pages of the blog was first published in Geocities in 1997. On 1998, Kamulo added the sections Sagada and Igorots on “Kamulo and Kosta’s Home”, moreover, on 2002 he updated the links information and navigation and re-formatted the blog appearance. On 2007, he already created the Sagada-Igorot.com domain and renamed the site to Sagada Igorot Online. While on the same year, he added the Philippine section, online store, and included the Blog of the Sagada Igorot (B.O.T.S.I.), and on 2009 Kamulo moved all pages to the Sagada-Igorot blog hosted in Blogger for easier maintenance. For two straight weeks, Sagada-Igorot.com won the Filipino Blog of the Week and is now Hall of Famer. It is also one of the highest ranked among search engine results of queries on “Sagada” and “Igorot”.

The blog was created for the blogger to share his thoughts and experiences on the different issues with regards to Igorot facts, people and community and the Sagada. The blog also is a venue where the Igorots and non-Igorots can exchange ideas about the events in the region, and to recognize the achievements of the Igorots in the different field. As of December 2010, the blog has at least 80 followers coming from the different parts of the Philippines and the world.





### Profile of the Blogger



Kamulo, though it is just his nickname is the man behind Sagada-Igorot.com, although his wife – Kosta randomly share articles in the blog. He is a proud Igorot blogger from Sagada, Mt. Province, Philippines and an IT consultant based in Illinois, Chicago with his family. The blogger finished secondary in Philippine Science High School and tertiary in UP Diliman where he got exposed on how limited others think of the Igorot people. There are also misconceptions on the look, culture and intellectual capabilities of the Igorots. With his experiences in the premiere institutions that he attended, the blogger then created Sagada-Igorot.com where he can assert his identity and educate fellow Filipinos who are not that acquainted with the hardworking Igorots and with a cultural heritage that is different from most other Filipinos.

Moreover, through blogging the information-sharing about the Igorot people may ensue faster. Additionally, blogging may act as a language or a medium to guide thoughts, perceptions and our sense of obtaining knowledge (Maira et al.,2008). It is a tool for knowledge acquisition and at the same time, a more advanced way of educating fellow Filipinos about the issue.

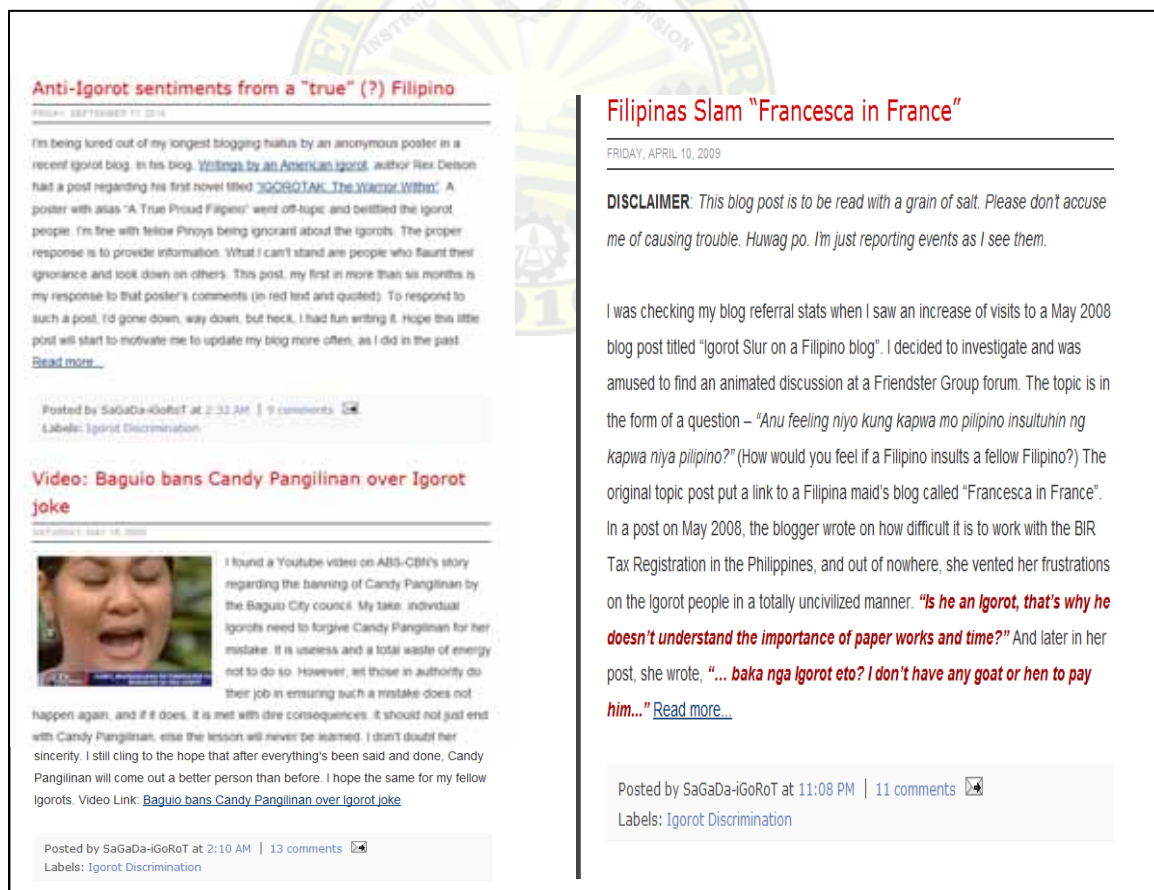
Additionally, the blogger was also asked about the different problems he encountered while blogging and the solutions he applied to solve them. Since Mr. Kamulo started blogging on 1997 and an IT consultant in Illinois, he does not have much problems with the blogging world because he made sure that all of the prospect problems will be handled subtly.



## Contents of the Blog

The URL address of the blog during the study is <http://sagada-igorot.blogspot.com> and was copyrighted in 2009, the blog is divided in two sections. First is the Sagada section that mainly talks about Sagada, Mt. Province, which has the following contents: Sagada folk stories, Sagada in the news, Sagada issues, Sagada locals, Sagada memories, Sagada song, and the Sagada websites or blogs. Second is the Igorot people section wherein it has nine contents that discuss the experiences of the Igorot people in different topics.

*Igorot Discrimination.* A part of the Igorot People section that discusses the discriminatory notions and stereotypes experienced by the Igorot people now.



**Anti-Igorot sentiments from a "true" (?) Filipino**  
 Friday, September 11, 2010

I'm being lured out of my longest blogging hiatus by an anonymous poster in a recent Igorot blog in his blog. *Writings by an American Igorot* author Rex Detson had a post regarding his first novel titled *IGOROTAK: The Warrior Within*. A poster with alias "A True Proud Filipino" went off-topic and berated the Igorot people. I'm fine with fellow Pinoys being ignorant about the Igorots. The proper response is to provide information. What I can't stand are people who flaunt their ignorance and look down on others. This post, my first in more than six months is my response to that poster's comments (in red text and quoted). To respond to such a post, I'd gone down, way down, but heck, I had fun writing it. Hope this little post will start to motivate me to update my blog more often, as I did in the past. [Read more...](#)

Posted by SaGaDa-iGoRoT at 2:32 AM | 9 comments | Labels: Igorot Discrimination

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**Video: Baguio bans Candy Pangilinan over Igorot joke**  
 September 16, 2010

I found a Youtube video on ABS-CBN's story regarding the banning of Candy Pangilinan by the Baguio City council. My take: individual Igorots need to forgive Candy Pangilinan for her mistake. It is useless and a total waste of energy not to do so. However, let those in authority do their job in ensuring such a mistake does not happen again, and if it does, it is met with dire consequences. It should not just end with Candy Pangilinan, else the lesson will never be learned. I don't doubt her sincerity. I still cling to the hope that after everything's been said and done, Candy Pangilinan will come out a better person than before. I hope the same for my fellow Igorots. Video Link: [Baguio bans Candy Pangilinan over Igorot joke](#)

Posted by SaGaDa-iGoRoT at 2:10 AM | 13 comments | Labels: Igorot Discrimination

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**Filipinas Slam "Francesca in France"**  
 FRIDAY, APRIL 10, 2009

**DISCLAIMER:** *This blog post is to be read with a grain of salt. Please don't accuse me of causing trouble. Huwag po. I'm just reporting events as I see them.*

I was checking my blog referral stats when I saw an increase of visits to a May 2008 blog post titled "Igorot Slur on a Filipino blog". I decided to investigate and was amused to find an animated discussion at a Friendster Group forum. The topic is in the form of a question – "Anu feeling niyo kung kapwa mo pilipino insultuhin ng kapwa niya pilipino?" (How would you feel if a Filipino insults a fellow Filipino?) The original topic post put a link to a Filipina maid's blog called "Francesca in France". In a post on May 2008, the blogger wrote on how difficult it is to work with the BIR Tax Registration in the Philippines, and out of nowhere, she vented her frustrations on the Igorot people in a totally uncivilized manner. **"Is he an Igorot, that's why he doesn't understand the importance of paper works and time?"** And later in her post, she wrote, **"... baka nga Igorot eto? I don't have any goat or hen to pay him..."** [Read more...](#)

Posted by SaGaDa-iGoRoT at 11:08 PM | 11 comments | Labels: Igorot Discrimination

Figure 2. Examples of articles about discrimination posted on the blog



*Igorot Dances.* This part describes the cultural dances of Igorots and how they perform it which are shown through videos and photos. The different Igorot dances mentioned are: Kayaw, Lumagen, Manerwap, Man-manok, Palakis, Ragragsakan, Sakpaya, Salip, and Takik.

### Igorot Dances - Pictures

SUNDAY, NOVEMBER 15, 2009



I am slowly transferring all my webpages from the sagada-igorot.com website into this blog. I just copied over 2 articles on Igorot Dances; and I have some left-over pictures. I can't remember where I got these 12-year old photographs. If some kind soul out there can let me know, I'd appreciate it very much.



### Igorot Dance Video - Maryland

SUNDAY, NOVEMBER 15, 2009



There is an Igorot Dance video taken during the 18th anniversary of the Philippine International Bible Church of Montgomery County, in Maryland last month. What's special about the video is that it had my sister and my brother-in-law amongst the dancers. While my brother-in-law is a natural dancer, I haven't seen my sister dance that much. And, this is the second time I saw them dance together (though with other dancers) since they got married more than 8 years ago. Check this video from the [Igorot Video Collection](#) website.

Posted by SaGaDa-iGoRoT at 8:09 AM | 0 comments

Labels: [Igorot Dances](#), [Igorot Pictures/Videos](#), [Igorots Worldwide](#)

Figure 3. Examples of articles, photos and videos of Igorot dance posted on the blog



*Igorot Ethnic Groups.* Another part of the Igorot people section that has talks about the history of the different Igorot tribes. The Igorots are grouped into six ethno-linguistic groups, the Bontoc, Ibaloi, Ifugao, Isneg (or Apayao), Kalinga, and the Kankana-ey.

## IGOROT Ethnic Groups

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FRIDAY, NOVEMBER 13, 2009



The Cordillera region of Northern Philippines is the ancestral domain of the Igorots. It is comprised of the six provinces of Abra, Apayao, Benguet, Ifugao, Kalinga, and Mountain Province plus the lone city of Baguio. The Igorots are grouped into six ethno-linguistic groups, the Bontoc, Ibaloi, Ifugao, Isneg (or Apayao), Kalinga, and the Kankana-ey. Below are brief descriptions of these Igorot ethnic groups. [Read more...](#)

Posted by SaGaDa-iGoRoT at 12:57 PM | 4 comments

Labels: [Igorot Ethnic Groups](#)

## Apayao in Focus

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SATURDAY, JUNE 14, 2008



Photo Credit: [Inquirer.net](#)

Of the various Igorot ethnic groups, it is the Apayao that I have been least exposed to. I remember faces and friends from every other Igorot ethnic group, but not from the Apayao. That is strange for me, since I spent majority of my first 7 years in the small barangay of Gobgob, Tabuk, in what was then known as the province of Kalinga-Apayao. I was told that I did visit relatives in Apayao when I was 3/4 years old. The family of my first cousin lived there. But they were Sagada Igorots who based themselves there, they were not Apayaos. Of my nephew/nieces from my cousin who lived there, I don't remember any of them marrying an Apayao. In 1995, when I was already in college, Kalinga and Apayao became 2 different provinces. Tabuk remained as the capital of Kalinga, and Kabugao was designated as Apayao's capital.

It is great then, to read an article on Apayao from the Inquirer. (See [Faces from a Festival](#)) The festival described in the article was *Panagwawagi*, a celebration of brotherhood between Ilocano lowlanders and the Cordillera people. If we were to check a map, Apayao shares most of its western border with Ilocos Norte. But these provinces share different histories. Ilocos Norte was heavily colonized by the Spaniards for almost 400 years. The locals of Apayao, like other Igorots living in the Cordilleras, were successful in resisting Spanish colonization.

Posted by Kamulo at 7:06 AM | 0 comments

Labels: [Igorot Ethnic Groups](#), [Igorots in the News](#)


Figure 4. Articles regarding on the origin of different Igorot tribes.



*Igorot Events.* This part describes the significant events and dates of celebrations of the Igorot tribes in the Cordillera and how they manifest it. The different events includes Panagbenga Festival in Baguio City, Lang-ay in Bontoc, Sas-aliwa in Natonin etc.


### Lang-ay Festival 2009 - Photos, Videos, Blogs and News

WEDNESDAY, APRIL 8, 2009



This is a placeholder post for the Lang-ay Festival 2009 Photos, Blogs, News and Videos. The festival has completed and there's almost no coverage in the local news. Maybe bloggers will need time to post videos and photos so I can filter those I find interesting. The above photograph was taken from the [TRIBASIA.com](http://TRIBASIA.com) website which I think is being considered as a spam site by Google. I'll be updating this post as data trickles in.

April 6, 2009 Video: A Bontoc: Welcome to the Lang-ay Festival -




Other Links: [Lang-ay fest opens with calls to preserve culture and env't](#)

Posted by SaGaDa-iGoRoT at 3:43 PM | 3 comments  
Labels: Igorot Events, Igorot Pictures/Videos

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### Panagbenga 2009 Photos and Videos

SATURDAY, FEBRUARY 28, 2009



Check this out. I'm seeing photos and videos of the street dancing competitions for Baguio City's Panagbenga 2009 Festival in the [Inquirer.net VDO webpage](http://Inquirer.net). More than 20 schools participated in the parade, and Baguio played host to 300,000 visitors during the week. The float competition starts March 1. The first float to roll down Session Road will be that of the Baguio Country Club (BCC). The cost for this massive float alone is a staggering P320,000 - add this to the P170,000 bill for the accompanying dancers and their costumes and you have the BCC spending almost half a million pesos for this year's celebration!

Posted by SaGaDa-iGoRoT at 4:56 PM | 4 comments  
Labels: Igorot Events, Igorot Pictures/Videos

Figure 5. Examples of articles with photos and videos of events in the Cordillera



*Igorot Identity.* Another part of the section which discusses the issues with regards to Igorot discrimination and how a Cordilleran raises his head amidst all the different misconceptions.

**An IGOROTAK Moment**

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SATURDAY, SEPTEMBER 13, 2008

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**IGOROTAK** - Kankana-ey for "I am an Igorot", an acknowledgment of one's Igorot identity

My boys, who were all born in Quezon City, have spent majority of their young years in Manila and in the US. They've spent at most - a couple of months total in the Cordilleras and these were during vacations in Baguio / Sagada / Tadian. When I asked them if they were Igorots, I got a range of answers from being uncertain ("Are we?") to an outright denial ("No.") I guess I can't blame them. It's not a daily discussion for us. While my wife and I converse in Kankana-ey, they don't see the connection.

So, when there was an opportunity for us to join a gathering of Cordillera people last August, I didn't let it pass. (See *previous blog posts on BIBBAK.*) It was a chance for them to see fellow Igorots, and see Igorot dances being performed. Before going to the gathering, I prepped them to answer correctly when asked if they are Igorots. ("Yes, we are.") If asked what made them Igorots, they should respond with, "because our parents are Igorots".

At the gathering, there was an opportunity for group dancing. When I joined during a dance, I asked my second child to join as well. He didn't want to. But when I joined, he called his older brother so they could watch me. After the dance, I joined them and told them that they should have joined since it was a lot of fun. My second child said that he just didn't want to. At that, a young teenage girl who had her back on us turned around and said, "You shouldn't be. When I was younger, I also didn't feel like it. But its good to know about your roots." She then stood up and showed the shirt she was wearing. It read "**Igorotak!**". She asked my son to read it and then turned around, since at the back of the shirt, the phrase was explained - something like "**an assertion of one's Igorot identity**".

My son blurted out, "Yes, yes, I know I am an Igorot" and the older girl exchanged high fives with him. Like my son, the girl is part of a generation where though both parents are Igorot, they were raised in other places where that identity is not as strongly asserted as it would have been if they grew up in the Cordillera region. In this case, the parents bear the primary responsibility of letting their children know about their origins. Involving them in such gatherings is just one part of it. The chance conversation with the girl was a brief yet memorable moment for my son. He wasn't alone. I just hope that there would be more of these *Igorotak* moments for him and his brothers.

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Posted by Kamulo at 5:06 PM | 3 comments 

Labels: [Igorot Identity](#)


Figure 6. An article of the blogger edifying his child that they are Igorots



*Igorot recipe.* It is the part of that is focused on the various recipes of Igorots (i.e., *pinikpikan*, *etag* etc) and the procedures on how to do it.

### How to Make Etag / Innasin

MONDAY, NOVEMBER 16, 2009




Etag / Innasin - also known as Igorot smoked meat. Some foreigners call this as Igorot ham. It refers to salted pork and is cooked best with pinikpikan, legumes, or plain vegetables. It can also be deep fried and then eaten with vinegar or hot sauce. Yum. [Read more...](#)

Posted by SaGaDa-iGoRoT at 6:08 PM | 1 comments

Labels: Igorot Recipe

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### How to Make Tapey (Igorot Rice Wine)




TAPEY, or Igorot rice wine is traditionally served when a host invites someone to partake of his rice wine at his house. It is also drunk in volumes during public festivities and celebrations. Tapey is nowadays available in stores around the Cordilleras. [Read more...](#)

Posted by SaGaDa-iGoRoT at 3:33 PM | 4 comments

Labels: Igorot Recipe

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### How to Cook Pinikpikan




PINIKPIKAN is a chicken dish extremely popular in the Cordilleras and amongst Igorots. It is served on special occasions. The recipe below was copied over from my existing sagada-igorot.com website. I wrote the recipe down, around 12 years ago, with the help of Lakay Badu. [Read more...](#)

Posted by SaGaDa-iGoRoT at 5:43 PM | 2 comments

Labels: Igorot Recipe

### How to Make Etag / Innasin

MONDAY, NOVEMBER 16, 2009



Etag / Innasin - also known as Igorot smoked meat. Some foreigners call this as Igorot ham. It refers to salted pork and is cooked best with pinikpikan, legumes, or plain vegetables. It can also be deep fried and then eaten with vinegar or hot sauce. Yum.

**Needs:**

- Pork (1/5 of it should at least be fat).
- Plenty of Salt
- Garlic (optional)
- Pepper (optional)
- Storage container (Preferably wooden or clay jars)

(Note: Traditional Igorots use the meat on top of the neck of the pig. The Chops are a good alternative. The container must not be metal, because of the reaction of the salt with the metal. If you are using plastic, make sure you use the hard ones and the meat should be used before six months are over otherwise, the meat would taste like well... plastic...)

**Ways:**

Rub the meat with generous amounts of salt. You may also add garlic or pepper. Look for a suitable place where the meat can be hanged so it will undergo the curing process. The best way is to smoke it in the shade.

(Note: You can use any of the varieties of redwood, oak, dried birch, or "dapong". As much as possible, avoid any of the Pine family. If you have no choice but to use Pine wood, make sure the wood is dry, and avoid using resin-packed wood, since the meat will have a bitter taste. The best wood to use is rosewood.)

Make a fire under the meat. The meat should be high enough so that the flames and excessive heat won't reach it, but low enough so that the smoke reaches the meat. Smoke it for a minimum of thirty minutes and a maximum of three hours per day, for at least two weeks. If you used rosewood, and the place you are curing it is clean, surely free from insects, dust, and dirt, the meat can actually be eaten raw. The result is the best type of innasin/etag. Store in container for future use.

Posted by SaGaDa-iGoRoT at 6:08 PM

Labels: Igorot Recipe

Figure 7. A post (left) that instructs how to cook *Etag* or *innasin*



*Igorot Land News*. One of the contents of the Igorot section that usually updates the people regarding on what is happening in the Cordillera people, their achievements etc, especially those who are out of the country.

### Baguio Reports 17 HIV-related deaths

WEDNESDAY, NOVEMBER 25, 2009



The City Health Office (CHO) of Baguio City has confirmed that at least 17 persons allegedly died due to the prevalence of Human Immunodeficiency–Acquired Immune Deficiency Syndrome (HIV-AIDS) since 1992. CHO has recorded a total of 33 HIV and AIDS cases and more than half of the victims have died. The victims are from 17-45 years of age, and 11 of them are female. Majority of the cases were overseas workers. Other categories included sexually active females, spouses of persons infected with HIV, foreigners, blood donors and sexually active male homosexuals. The local health office has intensified its operations so that commercial sex workers will be forced to undergo tests for sexually transmitted diseases.

Posted by SaGaDa-iGoRoT at 1:21 AM | 2 comments | Labels: Igorotland News

### Swine Flu in Baguio and In our Office

FRIDAY, NOVEMBER 20, 2009



Manila Bulletin reports that a male adult has been confirmed to be infected with the influenza A (H1N1) flu virus in Baguio City, bringing the total confirmed cases in the Philippines to 7. Dr. Myna Cabotaje, DOH-Cordillera Administrative Region regional director, said the latest confirmed patient with H1N1 virus is now doing fine although he is still being closely monitored by doctors. Eight others from two provinces in the Cordillera are suspected of having the virus and are under close medical supervision. In the US, Wisconsin and Texas overtake Illinois as the states with the most H1N1 flu cases. 3 Fridays ago, an email circulated in the building I worked that an unnamed colleague in the same building was confirmed to have the H1N1 virus. We were informed that we can work from home that afternoon and I took up the offer. Business resumed as usual the next week. It's been 3 weeks and I have no update if our colleague got well or not. I don't even know his/her identity.

**Related Links:** [US H1N1 Flu Situation Update](#); [One more flu patient confirmed in Baguio](#)

Posted by SaGaDa-iGoRoT at 6:03 PM | 1 comments | Labels: Igorotland News

### Dozens Killed in Benguet, Mountain Province, Baguio landslides

FRIDAY, OCTOBER 9, 2009



I was checking the news early today and I'm deeply saddened to read that dozens of people have died in landslides impacting the Igorot provinces of Benguet, Mountain Province, and Baguio. Benguet is the most affected with 120 deaths. Tadian in Mountain Province has suffered 23 deaths, and Baguio reported 25 deaths. The landslides were triggered by the weeklong rains brought about by Typhoon Parma. The Halsema highway that links Sagada and Baguio is closed. Related News Articles: [Philippine mudslides, floods kill more than 160](#); [Dozens Killed in Landslides in Philippines](#); [Rain, floods in N. Philippines kill over 100](#); [51 bodies recovered in Benguet landslides](#) Photo Credit: [TimesOnline.co.uk](#)

Posted by SaGaDa-iGoRoT at 5:21 AM | 2 comments | Labels: Igorotland News

Figure 8. Some of the articles on the happenings of the places in the Cordillera region





*Igorots in the News.* Another part the section that highlights people from Cordillera who made a name on local, national and international scenes.

### Of Igorot Cowboys and Overseas Authors

TUESDAY, OCTOBER 19, 2010

found a couple of real interesting news reports regarding Igorots - something that I missed in the past months when I ignored blogging / keeping up-to-date on Igorot news and happenings. The first one is a story on Igorot author, Analyn Aryo. She is a native of Mankayan, Benguet currently based in Ontario, Canada. Her book "Kianny Tales" is a "kaleidoscope of amazing experiences, memories, friendships and gratitude among overseas workers". Her story is titled [An Igorot nanny's real nanny tales](#). The second one is a take on the [Igorot as a Cowboy](#). In my latest visits to our beloved hometown, the endearing sights of cowboy boots and hats worn by kailanyans makes me feel so at home. I'd like to see Igorot students make a study on the cowboy culture in the Cordilleras. Add to that the Igorot fascination with country music - this is with our generation I guess. Not sure if the younger ones are as cowboy-loving as the older generation.


Posted by SaGaDa-iGoRoT at 11:44 PM | 0 comments

Labels: [Igorots in the News](#)

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### Marky Cielo 1st Death Anniversary

SATURDAY, DECEMBER 5, 2009



MarkyCielo.Net

The daughter of our next door neighbor here in Illinois, a teenager, alerted us on the death of Marky Cielo on December 7, 2009. I immediately checked the news and on the next days, my wife and I were glued to Youtube and other Filipino showbiz websites as news of the young Igorot's death, and various speculations surround it, dominated the networks until his funeral more than a week later. It was a shocking event - a

found dead by his mother on his bedroom. There were many speculations about his death and to date, the family has refused to provide additional details except that he was found lying on the floor of his bedroom and that he was rushed immediately to the hospital. It has been a year now - in a few days, as is the custom of Igorots and I believe most Filipinos in general, his 1st death anniversary will be observed by at least, his family members and closest friends. . [Read more...](#)

Posted by SaGaDa-iGoRoT at 9:24 PM | 0 comments

Labels: [Igorots in the News](#)

## Igorot Voice in Copenhagen Climate Talks

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The Igorot voice is going to be heard during the historic Copenhagen climate talks. In a December 3 article in the IPS News website, an Igorot representative will be joining a small group of indigenous people to show negotiators dramatic documentary videos they have made of the immediate impacts of climate change on their homelands. Keidy Magtoto Transfiguracion from the Igorot Cordillera region will be presenting how climate change has increased the number and strength of "super storms" that have pounded the Philippines in recent years. Her video documents show how large-scale mining operations have rerouted rivers and destroyed the local environment and are the root cause of the landslides. "The land can no longer absorb the heavy rains," she explained. Article Reference: [CLIMATE CHANGE: "We Are a Harbinger of What Is to Come"](#)

Posted by SaGaDa-iGoRoT at 7:11 AM | 0 comments

Labels: [Igorots in the News](#)

Figure 9. Examples of posts regarding about the death of the Igorot actor Marky Cielo and others



*Igorots Worldwide*. One of the contents of the Igorot section which talks about the experiences and stories of the Igorot people outside the Philippines. The articles include Hector Begeo, BIBAK groups' different gatherings etc.

### Hector Begeo: An Igorot Olympian

FRIDAY, SEPTEMBER 19, 2008

*"Hector Begeo (born June 19, 1964) is a three-time Olympian representing the Philippines. He is the national record holder in the men's 3000m Steeplechase. He also place second and silver in the 1983 Asian Championships. He is the only Filipino to advance into a semi-final in the 3000m Steeplechase in an Olympic event during the 1988 Seoul Olympics."*

From [Wikipedia](#)

Now that the Olympics is over, I was wondering if there ever was an Igorot who participated in the Olympics. I had a hunch about a certain athlete and a quick google search pointed me to his Wikipedia profile, which quickly confirmed what I thought. Begeo's name is not pronounced as be-ge-yo as most Filipinos mistakenly pronounce it. Instead, it is best pronounced using a German character, ö - umlaut, transcribed as 'oe' like 'i' in "sir". Try using the vowel sound in "sir" to pronounce bô-gôw. (Kung ser ang pagkasabi mo, ambot sa imo, hehehe.) Aside from competing in the Olympics, he won four SEAG gold medals between 1983 and 1999 as well as the 1983 Asian Games bronze.

As a high school student during the 1991 Manila Southeast Asian Games, I watched Hector in one of his races. It was a weekend evening - the starting line of the steeplechase was just in front of where I was standing, and fellow Filipinos were egging him on as the athletes were warming up. I shouted "Go Hector!" and I vividly remember that he looked up to where I was seated and raised his hand in acknowledgment. The race started - and one could see that Hector was pacing himself, staying with the lead pack but not in the lead. He maintained his position which led to some impatient bystanders to question why he was not taking the lead. In the last lap however, Hector made his move and grabbed the lead. The stadium

went wild and roared their approval with chants of "Philippines, Philippines!". The pace on the last lap was considerably faster than most of the race. Midway through the final lap, Hector has built a sizeable lead. He did glance back at his opponents at least twice before finally crossing the finishing line with the crowd cheering loudly.

I watched his victory lap before slipping out of the stadium and finding a jeepney back to the boys dormitory where I was staying. Watching that race made me feel real proud as a Filipino and an Igorot. My memory of that race is so clear even after 17 years!

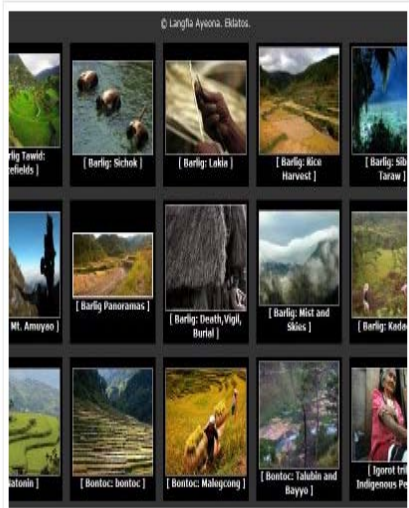
There are dozens of Igorot athletes who have shone in international competitions. Recently, Franklin Kawaen (pronounced *ka-wa-ôn*), an Igorot karate instructor based in Dubai was crowned World Cup champion. ([See related article.](#)) In due time, an Igorot athlete will soon win an Olympic medal - mabe even gold. Whether or not he is competing for the Philippines is a different story altogether.

Posted by Kamulo at 5:07 AM | 0 comments

Labels: [Igorots Worldwide](#)

### A Photographer from Barlig

SUNDAY, JANUARY 18, 2009



Langfia Ayeona is a young Igorot photographer from Barlig, currently based in the UK. I stumbled upon [her work](#) while creating my recent bloggable entry. She has dozens of "treasures" in her galleries. She also started a [blog on Barlig](#).

Posted by SaGaDa-iGoRoT at 7:55 AM | 5 comments

Labels: [Igorots Worldwide](#)

Figure 10. Some articles about the achievements of Igorots abroad



### Socio-demographic Profile of the Respondents

Table 1 shows the characteristics of the respondents who are followers of the blog Sagada-Igorot.com. It describes the age, sex, occupation and tribal affiliations of the readers of the blog.

*Age and sex.* Among the 53 respondents, majority belonged to the age bracket 18-22 (56.6%) which also indicates that they are more indulged in surfing the internet, followed by 23-27 (26.42%). Six (11.32%) of the respondents belonged to age bracket 28-32, then the age bracket 38-42 (3.78) and the least was 33-37 (1.89%). Out of the 53 respondents 33 of them were female while 20 were male.

*Occupation.* Most of the 53 followers were professional with a number of 32 while the rest were non-professionals or students.

*Tribal affiliations.* In terms of tribal affiliation, followers from the Cordillera which has Ibaloi, Kankana-ey and Bontoc bloods have the most number which is 54.72%, followed by the non-Igorot citizens or the lowlanders (Tagalog, Bisaya, Iloco, Pangasinense and Bicolano) having 32.1% which also indicates that more and more non-Cordilleran are getting acquainted with the Igorot people, culture and society, and the least were the followers who are half-Cordilleran and half-lowlanders (13.21%).

### Perceptions of the followers about the blog

The characteristics of Sagada-Igorot.com blog that promotes or depicts Igorot culture were determined in terms of the following criteria by Weinberg: consistency, purposeful, eloquence or articulateness, uniqueness, articles justify the title, thought-provoking, timeliness, relevance of images, good blog lay-out, catchy titles, organized



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY N=53	PERCENTAGE (%)
Age		
18 – 22	30	56.6
23 – 27	14	26.42
28 – 32	6	11.32
33 – 37	1	1.89
38 – 42	2	3.78
TOTAL	53	100
Sex		
Male	20	37.74
Female	33	62.26
TOTAL	53	100
Occupation		
Professional	32	60.38
Non-professional (students)	21	39.62
TOTAL	53	100
Tribal Affiliation		
Cordilleran	29	54.72
Half Cordilleran- half lowlander	17	32.1
Lowlander	7	13.21
TOTAL	53	100



contents and easiness of the blog to find. The evaluation is presented in Table 2.

*Consistency.* Majority (83.02%) of the readers agreed that the contents of the articles in the blog were consistent because: most of the topics pertained to Igorot culture; the blogger was knowledgeable in his subject; blogger presented significant ideas which have sufficient ideas; the blog also had logical and direct articles that persuaded a person who has an Igorot blood to be a proud one; it also nurtured some aspects and issues that some of the readers do not know; the topics were highlighted locally, nationally and internationally; and the blogger writes well.

However, 7.54% (4) of the respondents said that the blog discusses different topics in every blog post wherein some readers might get confused; some topics presented were generally accepted truth; and the blog simply did not meet one of the respondent's expectations. Other respondents do not have any answers at all.

*Articles express the purpose of the Blog.* All of the respondents agreed that the articles express the purpose of the blog, because the articles goes with the theme and tells about the experiences of the Igorots.

*Eloquence.* Almost 93% (49) of the readers said that the blogger is articulate or has a clear message, while 5.66% claimed otherwise. Furthermore, one of the respondents added that the articles do not have much introduction which makes the posts direct and not going around the bush.

*Uniqueness.* Majority (86.79%) of the respondents agreed that the blog was unique which discusses and shows different ideas; the articles were also clear-cut and subjective in nature; the blogger is passionate in his writings and a proud Igorot; and of course the blog simply depicts Igorot culture.



*Articles justify the Title.* Majority (86.79%) of the readers said that the articles justified the title which was detailed. The respondents also said that the articles explained the title, the persons involved with the issue and why such issue is happening. The blogger also provides examples of experiences, photos and videos to make his articles more analytical.

*Thought-provoking.* Most (81.13%) of the readers approved that the blog provoked their thoughts and offers deep insights on a given topic. Further, the readers especially the non-Igorot citizens said that they find themselves agreeing and learning of the different subjects in the blog which results to realizations and strong assertion of Igorot identity.

*Timeliness.* Majority (79.24%) of the readers claimed that the blog was timely because the articles were appropriate and applicable for all time, especially the topics regarding on Igorot discrimination and Igorot identity; the articles were also informative and can be a basis of any related studies; it also talks about the current events which were helpful to those who were in a foreign country; and, the blog was just another approach of incorporating wise and willful taming to such issues.

*Blog Lay-out.* Majority (88.68%) of the readers agreed that the lay-out of the blog was pleasing to the eye and correlates with the theme. Moreover, 50 (94.34%) of the readers said that the images used were good and relevant to the discussed topics. However, 9.43% among the respondents claimed that the blog would even be more effective if the blog has ethnic colors or a background of Igorot artworks.

*Catchy titles.* The blog articles also have catchy titles as agreed by 79.25% of the respondents because the blogger adds some twists on the titles and sometimes uses Igorot



terms to make it catchy. Also, the articles have organized contents which were approved by 90.57% of the readers because the blogger knows what to put first and what to write last.

*Easiness of blog to find.* Majority (83.02%) of the respondents said that the blog is easy to locate since the blog followers already know the site. However, 15.0% of the respondents claimed that at first, locating the blog is not that easy because there are lots of Igorots site.

Consistency and eloquence (and uniqueness) are the strongest attributes of Sagada-Igorot.com according to the definitions of Weinberg of the said terms. This was also seconded by Urban (2009) who said that the articles posted must have class and vault of resources among other things. Furthermore, the blogger should have the intelligence and wit to write his blog articles.

Characteristics of the Blog Articles. The respondents' evaluation on the paragraph length and idea presentation of the blog articles are shown in Table 3 which also connects to the characteristics of a good blog that Weinberg presented.

*Paragraph length.* Majority (88.68%) of the readers agreed that the articles' length were just enough because it did not bore them, while 7.55% said that the articles were too short and 1.89% of the respondents said that the articles were too long.

*Idea presentation.* Most (83.02%) of the readers claimed that the ideas in the articles were clearly presented, as opposed to the 13.21% of the respondents who claimed that it was barely presented. This indicates that there were less or almost no confusing words used in the articles.



Table 2. Respondents' perceptions about the blog in terms of Weinberg's characteristics of blogging

CRITERIA	YES		NO		NO ANSWER	
	NO. (N=53)	PERCENTAGE	NO. (N=53)	PERCENTAGE	NO. (N=53)	PERCENTAGE
Consistency	44	83.02	4	7.55	5	9.43
Expresses the purpose of the blog	53	100	-	-	-	-
Eloquence	49	92.45	3	5.66	1	1.89
Uniqueness	46	86.79	3	5.66	4	7.55
Articles justify the title	46	86.79	4	7.55	3	5.66
Thought-provoking	43	81.13	6	11.32	4	7.55
Timeliness	42	79.24	4	7.55	7	13.21
Relevance of images	50	94.34	1	1.89	2	3.77
Good blog lay-out	47	88.68	5	9.43	1	1.89
Catchy titles	42	79.25	8	15.09	3	5.66
Organized contents	48	90.57	4	7.55	1	1.89
Easiness of the blog to find	44	83.02	8	15.09	1	1.89

\*Multiple Responses





Table 3. Respondents' evaluation on the paragraph length and idea presentation of the blog articles

CHARACTERISTICS	FREQUENCY N=53	PERCENTAGE (%)
Paragraph Length		
Too short	4	7.55
Too long	1	1.89
Just enough	47	88.68
No answer	1	1.89
TOTAL	53	100
Idea Presentation		
Clearly	44	83.02
Hardly	7	13.21
No answer	2	3.77
TOTAL	53	100

*Features.* Table 4 shows the perceptions of the followers on the blog's readability. Most (67.92%) of the readers agreed that the blog have headings to break the posted articles into logical sections which lessen the possibility of the readers to be confused. Also, 73.58% of the respondents said that the articles have bolds or emphasis to highlight key terms and concepts for easier remembering of the ideas.



Table 4. Perceptions of the followers on the blog's readability

FEATURES	FREQUENCY N=53	PERCENTAGE
With heading to break up the post into logical sections	36	67.92
With bold or emphasis to highlight key terms and concepts	39	73.58
Confusing words	7	13.21

\*Multiple Responses



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

The study was conducted in a virtual community where the respondents and the researcher exchanged ideas through emails. It focused on the history of Sagda-Igorot.com, the profile of the blog administrator in coming up with Sagada-Igorot.com, the contents of the blog and the respondents' perceptions about the blog site in terms of Weinberg's characteristics of blogging.

The blog administrator was consulted through email interview while the 53 followers of the blog were also consulted and given questionnaire via email. The study was conducted from December 2010 to January 2011.

The data gathered were consolidated, tabulated and analyzed through descriptive analysis using frequency counts, averages and percentages.

Findings showed that readers belonged to the age bracket 18-22, where majority of them are females.

Most of the followers are Cordilleran and lowlanders where as few are half blooded Cordilleran and lowlander.

With all the misconceptions and some derogatory statements on Igorot people, culture and society, Sagada-Igorot.com was created to educate people who are not that knowledgeable of the Igorot culture.



## Conclusions

The following conclusions were derived from the study:

1. Because of the different misconceptions on Igorot people and culture, Sagada-Igorot.com was created;
2. Igorot discrimination, dances, ethnic groups, events, identity, recipe, Igorotland news, Igorots on the news and Igorots worldwide are the contents of Sagada-Igorot.com that depicts culture; and
3. Sagada-Igorot.com is a successful and effective blog for educating fellow Filipinos who are not that knowledgeable with the Igorot society.

## Recommendations

Based on the conclusions, the following recommendations were formulated:

1. More blogs that portray the Igorot people and culture should be created to educate individuals who are not that acquainted with Igorots;
2. Promotion and sharing of information on the part of the readers should be done to encourage more people to read the different blogs and be aware about Igorots;
3. The blogger must also consider widening the scope and putting more in-depth, uncommon views and recent happenings about the Igorot society; and
4. The blogger must consider the suggestions of the blog followers.



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APPENDICES

APPENDIX A

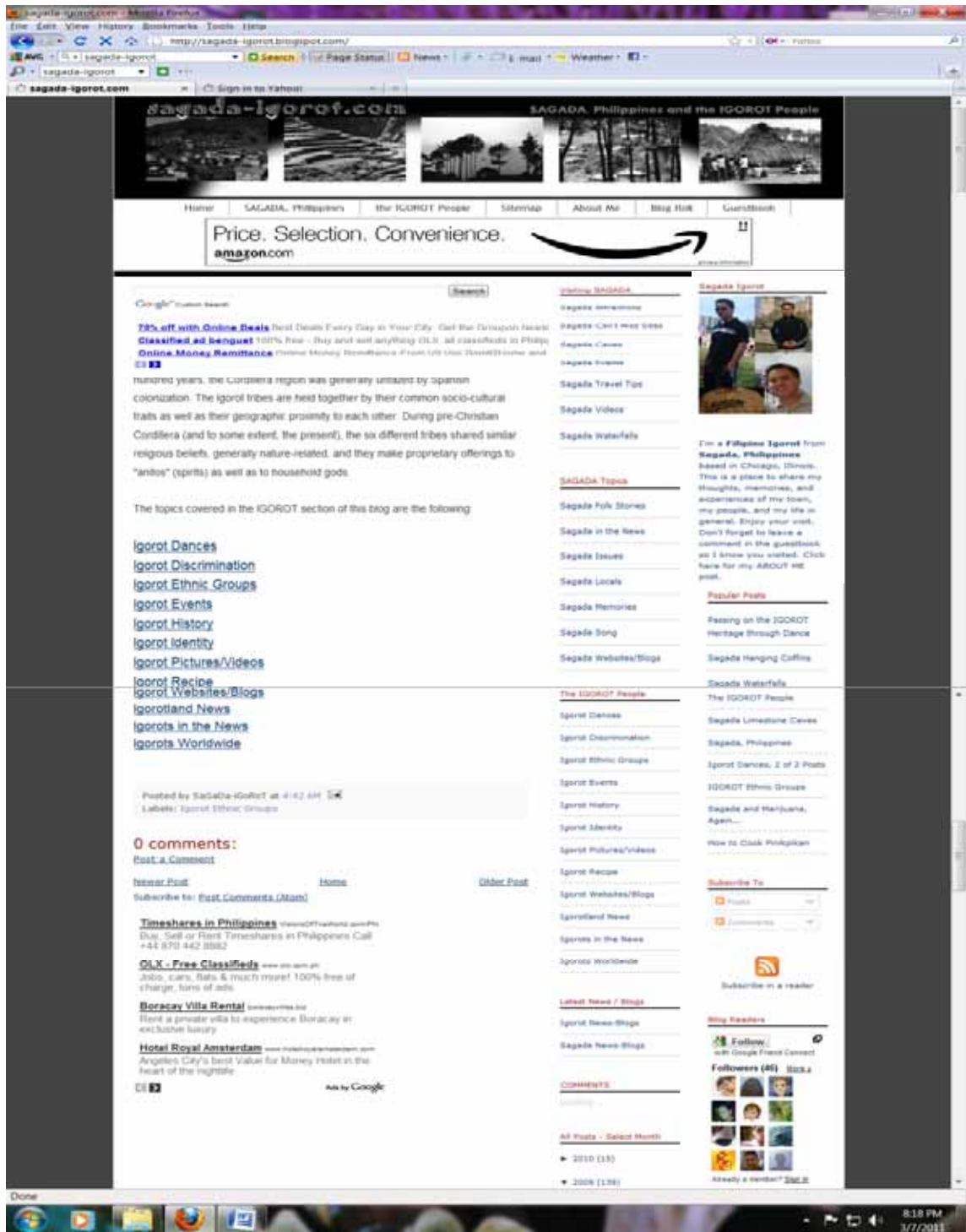


Figure 11. The Sagada-Igorot.com blog



APPENDIX B

Guide Questions

Benguet State University  
College of Agriculture  
Department of Development Communication

Questionnaire for the Key Informant

1. How did you come up with community blogging as a medium for depicting Igorot culture?

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2. Why do you think is there a need to use blogging in depicting Igorot culture and identity building?

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3. What are the challenges you encountered for using blogging as a medium?

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4. How effective do you think is community blogging as a medium for depicting Igorot culture and at the same time in identity-building?

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5. What are your objectives of adopting community blogging as a medium for depicting Igorot culture?

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APPENDIX C

Survey Questionnaire

Benguet State University  
College of Agriculture  
Department of Development Communication

Questionnaire for the Secondary respondents

I. Socio-demographic Profile

Name:

Age:

Occupation:

Address:

Tribal Affiliation:

II. Questions

A. Content Proper

1. Are you aware that there are blogs that depict the Igorot culture?

\_\_\_ yes

\_\_\_ no

2. From where/ whom did you learn the information?

\_\_\_ referred by friends

\_\_\_ through surfing the internet

\_\_\_ from Prints

\_\_\_ others, please specify

3. After reading the blog, which elements of identity building were included?

Check all that apply.

\_\_\_ (A) Values

\_\_\_ others, please specify: \_\_\_\_\_

\_\_\_ (B) Customs

\_\_\_ (C) Ideas

4. Were you educated about the identity of the Igorot from the blog? Please rate.

\_\_\_ (A) fully educated

\_\_\_ (B) partially

\_\_\_ (C) not sure

\_\_\_ (D) no

5. Do you think blogging is effective as an educational medium for Igorot culture and at the same time for Identity-building?

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6. Please list your recommendations to develop the (content proper) blog further.

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## B. Characteristics of a Blog(ger)

### Content

1. Is the blogger consistent on providing quality topic and content? If Yes, how? If No, why?

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2. Do the articles express the purpose of the blog?

\_\_\_\_\_ Yes \_\_\_\_\_ No

3. Does the blogger express himself in an articulate manner? Do the articles have something insightful to say?

\_\_\_\_\_ Yes \_\_\_\_\_ No

4. Can you find uniqueness in the blog? Does the blogger has his own style in writing? If Yes, why? If No, why?

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5. Do the content of the articles justify the title?

\_\_\_\_\_ Yes \_\_\_\_\_ No

6. Does the blogger offer deep insight in each topic? Do the article spice up your reading or makes you think after finishing an article? If Yes, how? If No, why?

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7. Are the articles timely? If Yes, why? If No, why?

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### Appearance

1. Are the images used relevant enough to portray the topic and at the same time to connect with the readers?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

2. Is the design of the blog (lay-out) pleasing to the eye?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

3. Do the articles Have: (Please check that apply)

3.a. Paragraph Length

\_\_\_\_\_ too short  
 \_\_\_\_\_ too long  
 \_\_\_\_\_ just enough

3.b. Idea Presentation

\_\_\_\_\_ clearly presented  
 \_\_\_\_\_ barely presented  
 \_\_\_\_\_ no connection at all

3.c. \_\_\_\_\_ heading to break up the post into logical sections

3.d. \_\_\_\_\_ bold or emphasis to highlight key terms and concepts

3.e. \_\_\_\_\_ confusing words

4. Do the articles have good or catchy titles?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

5. Do the articles have organized contents?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

6. Is the blog easy to find?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

7. Please list your recommendations to develop the (appearance) blog further.

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