

## **BIBLIOGRAPHY**

ALLAN, MERCEDES G. APRIL 2007. Listenership of the program 'Boses ti Farmers' in Poblacion, Kibungan, Benguet. Benguet\_State University, La Trinidad, Benguet.

Adviser: Maria Luz D. Fang-asan, PhD

## **ABSTRACT**

This study characterized the listeners of the program, determined the reasons for listening to the program, determined the frequency of listening to the program, determined the listeners' perception on the program, and identified the information needs of the respondents. An interview schedule was used in gathering information from 44 respondents who all listened to 'Boses ti Farmers'. Data gathered were analyzed and interpreted using descriptive statistics such as frequencies and percentages.

Majority of the respondents were female, married and belonged to the age of 40 years old or younger. Farming was the main source of livelihood, and only four (9%) of the respondents had no formal education.

Majority (72%) listened to the whole program but more than half were non-regular listeners. With regards to the time of airing, 65% answered that it is appropriate for the program. However, half of them thought that it is too short. Information needs were on farming practices, health and nutrition and kitchen tips.

Results imply that the program is catering not only to a specific group in terms of socio-economic characteristics and that it is serving its purpose since almost all the

respondents listened to the program in order to get information on agriculture. The program has the ability to hold the attention of most listeners.

The study recommends that the program should be maintained since it is serving its purpose to inform farmers. Furthermore, more listenership surveys for the program in other localities should be done to gather more insights for the improvement of the program.



## TABLE OF CONTENTS

	Page
Bibliography.....	i
Abstract.....	i
Table of Contents.....	iii
INTRODUCTION.....	1
Rationale.....	1
Statement of the Problem.....	3
Objectives of the study.....	3
Importance of the Study.....	3
Scope and Limitation.....	4
REVIEW OF LITERATURE.....	5
Profile of the Radio Listeners.....	5
Reasons for Listening.....	5
Information Needs of the Respondents.....	6
METHODOLOGY.....	7
Locale and Time of the Study.....	8
Respondents of the Study.....	8
Data Collection.....	8
Data Gathered.....	10
Data Analysis.....	10

RESULTS AND DISCUSSION.....	11
Socio-Economic Characteristics of the Respondents.....	11
Mass Media used by the Respondents.....	11
Reasons for Listening to the Radio Program.....	14
Reasons for Listening among Respondents Grouped According to Socio-Economic Characteristics.....	15
Duration of Listening to “Boses ti Farmers”.....	17
Frequency of Listening to “Boses ti Farmers”.....	17
Perception on the Time of the Radio Program.....	20
Perception on the Length of the Radio Program.....	20
Information Needs of the respondents.....	21
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	23
Summary.....	23
Conclusions.....	24
Recommendations.....	24
LITERATURE CITED.....	25
APPENDIX: Interview Schedule.....	26

## INTRODUCTION

### Rationale

There are several community radio stations found in our country or even in Northern Luzon alone. One of these is the DZWT 540 kHz Station in Baguio. “Boses Ti Farmers” is a community- based broadcast program of DZWT. The program is being aired at 6:30 to 8:00 pm from Monday to Friday and anchored by Mr. Dominador Dongla (Figure 1). According to Mr. Dongla, this started in 2002 to help address the many problems encountered by the farmers like importation and smuggling of vegetables into the country. It was approved and had its formal broadcast on November 27, 2004. Ilokano is the medium used because majority of the listeners understand the dialect. ‘Boses Ti Farmers’ aims to give information on organic farming, diseases of plants, new farm technologies, and market price for vegetables.

Poblacion Kibungan is a farming community, thus, it is among the intended listeners of ‘Boses ti Farmer’. This study therefore looked into whether or not the program is patronized in the community.

Listenership refers to the number or kind of audience or the people who listen to a radio program. Is the audience composed of farmers, students, professionals? It is important to study the listenership of the radio program to see if there are listeners to that kind of radio program, the reasons why they listen and the topics they want to be aired.





Figure 1. The anchor person Mr. Dominador Dongla



### Statement of the Problem

The purpose of the study was to assess the listenership of the program 'Boses ti Farmers' by seeking answers to the following questions:

- 1) Who are the listeners of the program "Boses ti Farmers"?
- 2) What are the reasons for listening to the program "Boses ti Farmers"?
- 3) How frequent do the respondents listen to the program "Boses ti Farmers"?
- 4) What are the listener's perceptions about the program "Boses ti farmers"?
- 5) What are the information needs of the respondents?

### Objectives of the Study

The study aimed to:

- 1) characterize the listeners of the program "Boses ti Farmers";
- 2) determine the reasons for listening to the program "Boses ti Farmers";
- 3) determine the respondent's frequency of listening to the program;
- 4) determine the listener's perceptions on the program "Boses ti Farmers";
- 5) Identify the information needs of the respondents.

### Importance of the Study

The result of the study may serve as a reference by the students who will conduct the same or related study.

It can also be used by the radio station or the host in monitoring and evaluating their program.



## Scope and Limitation

The study surveyed 44 listeners of the radio program in Poblacion, Kibungan Benguet. Data gathering was done in December 2006 using interview schedule. Data gathered were the listeners' profile, reasons for listening, frequency of listening, perceptions regarding the radio program and information needs.





## **REVIEW OF LITERATURE**

### Profile of the Radio Listeners

In a listenership study in Mankayan Anno (2003), almost all the respondents had formal education with 46.67% reaching secondary level; 34.67%, college level; and 17.33%, elementary level. There was only one (1.33%) who did not have any formal education. Even then, this is not the reason for not listening to the radio because some radio stations broadcast in Ilocano, which is widely understood in the locality.

In another listenership study in Kibungan, Paulino (2003) stated that (34%) of the respondents belonged to the age bracket of 31 to 40 and 30% between 21 to 30 years old. Majority of the respondents were males, (52%) and married (66%).

Looking into the benefits of radio drama to farmers in Mankayan, (Palubos, 2004) reported that almost 78% of respondents belonged to age 20 to 30 and only 8 out of 100 respondents belonged to the oldest age bracket of 41 to 50. There were more female respondents (59%) and most of them were single (52%). Most of the respondents had formal education with 41% who reached secondary level and only 3% who did not have any formal education.

### Reasons for Listening

Most respondents of Palina, Kibungan Benguet (4%) listen to the radio because it provides current vegetable prices. This is important for them because most of them are vegetable growers. Other reasons of listening are: it gives information, it increases



knowledge, it informs on current issues, and it provides entertainment and relaxation (Paulino, 2003).

The findings of Pocdo (2003) indicated that respondents in Pacso, Kabayan Benguet claimed that BSU on the Air program was helpful for varied reasons. The reasons are as follows: it introduces new technologies in farming (86%); it helps to increase productivity (56%) and topics are new (10%).

Still on the reasons for listening to the radio, Balanggoy (2003) found out that many respondents in Pandayan, Tadian said that topics were helpful (40%); the topics were interesting (26%). Only four percent said they listened because they knew the announcer. Many respondents preferred programs that are helpful to them.

### Information Needs

Anno (2003) stated that majority (64%) of the respondents in three barangays of Mankayan claimed that they needed information on community issues so that they will be aware of happenings in their community; 62.50%, health and nutrition like medical updates, curative and preventive measures for disease; 30.67%, agriculture specifically farming tips, swine production and current issues.

On the other hand, most of the teenager-respondents enumerated topics such as student life, teenager life, entertainment news (sports and movies). Married female respondents also listed their information needs: family life, sex situation and cooking tips.

Paulino (2003) listed down the information needs of the respondents in Palina Kibungan Benguet in descending order: agriculture, which includes pest and disease



control, fertilizers and pesticides; livelihood; science and technology; environmental situation; health and nutrition; family planning and house keeping.

Most of the respondents need information on agriculture because they said that their income is derived from agriculture.



## **METHODOLOGY**

### Locale and Time of the Study

The study was conducted in Barangay Poblacion, Kibungan, Benguet. It is 65 kilometers from Baguio City and can be reached in four to five hours through buses or jeepneys.

Kibungan is bounded on the north by the municipality of Bakun, on the east by the municipality of Buguias, on the north by the municipality of Atok and Kapangan, and on the west by the province of Ilocos Sur (Figure 2).

People in that area depend mainly on agriculture for their livelihood and the radio signal of DZWT over which 'Boses ti Farmers' is aired is clear.

The study was conducted in December 2006.

### Respondents of the Study

Respondents of the study were chosen through purposive quota sampling. There were 44 respondents who are listening to the radio program that had been taken as respondents.

### Data Collection

An interview schedule was used to gather information from the respondents. The researcher conducted the interviews by translating the questions into 'Kankana-ey'.





Figure 2. Map of Benguet showing the locale of the study



### Data Gathered

The data gathered were the profile of the listeners, reasons for listening to the program 'Boses Ti Farmers', frequency of listening to the radio program, listeners' perception and information needs.

### Data Analysis

The data gathered were analyzed and interpreted using descriptive statistics such as frequencies and percentages. To test significant differences, the chi-square was used.



## **RESULTS AND DISCUSSION**

### Socio-Economic Characteristic of the Respondents

Table 1 presents the socio-economic characteristics of the respondents according to sex, age, civil status, occupation, and educational attainment. Slightly more than half of the respondents were female, almost two-thirds were 40 years old or older and more than three-fourths were married. More than half were farmers. Four respondents had no formal education and about 40 percent reached elementary school only. The rest went on to high school and college.

This is the same with the study of Anno (2003) in Mankayan where almost all the respondents had formal education reaching secondary level, college level, and elementary level.

The findings show that the respondents are varied in terms of these characteristics. This implies that the program caters not only to a specific group of listeners.

The 44 respondents of the study were all listeners of the 'Boses ti Farmers' radio program. Six individuals who said that they never listened to the program were no longer included as respondents.

### Mass Media Used by the Respondents

As shown in Table 2, radio was the most common mass medium used by the respondents (Figure 3). All of them listened to the radio as source of information most especially on agriculture. Aside from the radio, some of the respondents also read newspapers and/or watched television.





Figure 3. Respondent listening to 'Boses ti Farmers'





Table 1. Socio-economic profile of the respondents

CHARACTERISTICS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
<b>Sex</b>		
Female	26	59.10
Male	18	40.90
Total	44	100.00
<b>Age</b>		
40 and below	29	65.90
41 and above	15	34.00
Total	44	100.00
<b>Civil Status</b>		
Single	10	22.70
Married	34	77.30
Total	44	100.00
<b>Occupation</b>		
Farming	26	59.10
Housewife	11	25.00
Government Employee	5	11.40
Laborer	2	4.50
Total	44	100.00
<b>Educational attainment</b>		
Elementary	17	38.60
High school	12	27.30
College	11	25.00
Total	44	100.00

This differs slightly from the study of Micoso (2005) in Talim, Island where respondents ranked television as their commonly used mass medium with radio as second and newspaper as third.



Table 2. Mass media used by the respondents

MASS MEDIA	NUMBER OF RESPONDENTS	PERCENTAGES (%)
Radio	44	100.00
Television	11	25.00
Newspaper	17	38.60
Multiple responses		

### Reasons for Listening to the Radio Program

Table 3 presents the reasons of the respondents for listening to the program. The respondents gave multiple responses which means that they listened to the program not only for a single purpose. Almost three-fourths claimed that they listened to get information on agriculture. Many (68%) also listened to know the current vegetable prices. Both these reasons are expected since the program is really meant for information on agriculture. Almost one-half, however, also claimed that they listened to be entertained. This finding implies that the radio program is not only informative but entertaining as well.

This is similar to the study of Paulino (2003) where respondents in Palina, Kibungan listened to the radio because it provided current vegetable price. Other reasons given were: it gives information, it increases knowledge, it informs on current issues, and it provides entertainment and relaxation.



Table 3. Reasons for listening to the radio program

REASONS FOR LISTENING	NUMBER OF RESPONDENTS	PERCENTAGES (%)
To get information on agriculture	32	72.00
To be entertained	17	43.00
To know current vegetable prices	30	68.00

Multiple responses

Reasons for Listening among Respondents Grouped According to Socio-Economic Characteristics

The reasons for listening among respondents grouped according to socio-economic characteristics are presented in Table 4. The cross tabulation intends to find out if the reasons for listening varied across these sub-groups. Statistical analysis indicates that the differences are not significant. This means that the different sub-groups had more or less the same reasons for listening.

Table 4. Reasons for listening according to socio-economic characteristics

REASONS FOR LISTENING	SEX			
	FEMALE		MALE	
	Number	Percentage	Number	Percentage
To get information on agriculture	19	43.20	13	29.50
To be entertained	11	25.00	4	9.10
To know current vegetable prices	16	36.40	13	29.50



Table 4. continued

REASONS FOR LISTENING	AGE			
	40 AND BELOW		41 AND ABOVE	
	Number	Percentage	Number	Percentage
To get information on agriculture	25	56.80	8	18.20
To be entertained	14	31.80	3	6.00
To know current vegetable prices	20	45.50	8	18.80
REASONS FOR LISTENING	CIVILSTATUS			
	SINGLE		MARRIED	
	Number	Percentage	Number	Percentage
To get information on agriculture	8	18.20	24	54.50
To be entertained	6	13.60	11	25.00
To know current vegetable prices	7	15.90	22	50.00
REASONS FOR LISTENING	OCCUPATION			
	FARMING		NON-FARMING	
	Number	Percentage	Number	Percentage
To get information on agriculture	22	50.00	10	23.00
To be entertained	11	25.00	6	14.00
To know current vegetable prices	20	45.50	9	20.00
REASONS FOR LISTENING	EDUCATIONAL ATTAINMENT			
	NO FORMAL EDUCATION AND ELEMENTARY		HIGH SCHOOL AND COLLEGE	
	Number	Percentage	Number	Percentage
To get information on agriculture	12	27.00	20	45.00
To be entertained	6	14.00	12	27.00
To know current vegetable prices	13	30.00	16	36.00



### Duration of Listening to 'Boses ti Farmers'

Table 5 shows the duration of listening to the radio program by the respondents. Seventy-two percent claimed that they listened to the whole program for two hours. Slightly more than one-fourth did not listen to the whole program because they sleep early.

This is the same with the study of Panares (1988) that radio listening is more of a daytime activity than an evening past time. Respondents listen at least two hours in a daytime and only an hour and half in the evening. He stated that the possible explanation could be, the shift from radio to television at night in urban areas and the fact that many folks go to bed earlier than the urban dwellers.

Table 5. Duration of listening to 'Boses ti Farmers'

DURATION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Less than one hour	12	27.00
6-8 pm	32	72.00
Total	44	100.00

### Frequency of Listening to 'Boses ti Farmers'

The frequency of listening to the program by the respondents is presented in Table 6. There were 43% who listened regularly which means they listened to 'Boses ti Farmers' everyday. More than half did not listen regularly but they listened at least once or twice a week. This is similar with the study of Anno (2003) where most respondents in Mankayan listened to the radio everyday.



Table 7 shows a cross tabulation of the respondents' characteristics with the frequency of listening. For female respondents, frequency of listening is equally distributed which is 29% each for both regular and non-regular listeners. Regular listeners were mostly female, married, 40 years old or younger. Most of the regular listeners were farmers and also reached up to elementary and high school. On the other hand, non-regular listeners were also female, 40 years old or younger, married, farmers, and reached up to elementary only.

#### Perception on the Time of the Radio Program

Table 8 shows the perceptions of the respondents on the time of airing. Sixty-five percent said that the time of airing is appropriate while 34% claimed that it is too early so they could not listen to the radio program regularly.

The respondents' frequency of listening was cross tabulated with their perceptions on the time of airing. For both regular and non-regular listeners, there were more who thought the timing is appropriate.

Table 6. Frequency of listening to 'Boses ti Farmers'

FREQUENCY	NUMBER OF RESPONDENTS	PERCENTAGES(%)
Regularly	19	43.20
Non-regularly	25	56.00
Total	44	100.00



Table 7 Characteristics of the respondents and frequency of listening

CHARACTERISTICS	FREQUENCY OF LISTENING			
	REGULARLY (n=19)		NONREGULARLY (n=25)	
	Number	Percentage	Number	Percentage
<b>Sex</b>				
Female	13	29.50	13	29.50
Male	6	13.60	12	27.30
Total	19	100.00	25	100.00
<b>Age</b>				
40 and below	13	29.50	16	36.40
41 and above	6	13.60	9	20.50
Total	19	100.00	25	100.00
<b>Civil Status</b>				
Single	5	11.40	5	11.40
Married	14	31.80	20	45.50
Total	19	100.00	25	100.00
<b>Occupation</b>				
Farming	12	27.30	14	31.80
Housewife	4	9.10	7	15.90
Government Employee	2	4.50	3	6.80
Laborer	1	2.30	1	2.30
Total	19	100.00	25	100.00
<b>Educational attainment</b>				
Elementary	7	5.90	10	22.70
High school	7	15.90	6	13.60
College	4	9.10	7	9.10
No formal education	1	2.30	2	4.50
Total	19	100.00	25	100.00



Table 8 Perception on the time of airing and frequency of listening

PERCEPTIONS	FREQUENCY OF LISTENING					
	REGULARLY (n=19)		NON-REGULARLY (n=25)		TOTAL	
	Number	Percentage	Number	Percentage	Number	Percentage
Too early	8	42.00	7	28.00	15	34.10
Appropriate	11	58.00	18	72.00	29	65.90
Total	19	100.00	25	100.00	44	100.00

Perception on the Length of the Radio Program

Table 9 presents the perception of the respondents on the length of the program. Half claimed that the program is too short and one-fifth said it is too long. The rest said it is just enough.

The respondents' perception on the length of the program cross tabulated with the frequency of listening. More than half of the regular listeners thought that the program is too short. There were more non-regular listeners who thought the program is too short than those who thought it is enough or too long.





Table 9 Perception on the length of airing and frequency of listening

PERCEPTIONS	FREQUENCY OF LISTENING					
	REGULARLY (n=19)		NON-REGULARLY (n=25)		TOTAL	
	Number	Percentage	Number	Percentage	Number	Percentage
Too short	11	58.00	11	44.00	22	50.00
Too long	4	21.00	5	20.00	9	20.50
Enough	4	21.00	9	36.00	13	29.50
Total	19	100.00	25	100.00	44	100.00

#### Information Needs of the Respondents

Table 10 presents the information needs of the respondents. Almost all of the respondents indicated that they still need information on farming practices. Others were more specific by mentioning animal production and ornamental production.

This corroborates the study of Paulino (2003) that the respondents in Palina, Kibungan needed information in agriculture which includes: pest and disease control, fertilizers and pesticides, livelihood, science and technology, environmental situation, health and nutrition, family planning, and house keeping. The respondents need information on agriculture because they said that their income is derive from agriculture.



Table 10 Information needs of the respondents

INFORMATION NEEDS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Farming practices	41	93.2
Animal production	14	31.8
Health and nutrition	15	34.1
Ornamental production	7	15.9
Cooking tips	16	36.4
Multiple responses		



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

This study on the Listenership of the program “Boses to Farmers” in Poblacion Kibungan, Benguet characterized the listeners of the program, determined the reasons for listening to the program, determined the frequency of listening to the program, determined the listeners’ perception on the program, and identified the information needs of the respondents.

An interview schedule was used in gathering information from 44 listener-respondents. The questions were translated into kankana-ey to facilitate understanding between the researcher and the respondents. The study was conducted in December 2006. Data gathered were analyzed and interpreted using descriptive statistics such as frequencies and percentages.

Majority of the respondents were female. Most respondents belonged to the age of 40 years old or younger. Seventy-seven percent of them were married, farming was the main source of livelihood, and only four (9%) of the respondents had no formal education.

All respondents listened to the radio to get information on agriculture or current vegetable prices. Majority (72%) listened to the whole program but more than half were non-regular listeners. With regards to the time of airing, 65% answered that it is appropriate for the program. However, half of them thought that it is too short. Information needs were on farming practices, health and nutrition and kitchen tips.



## Conclusions

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

- 1) The listeners of Boses ti Farmers are different in characteristics. It can be said therefore that the program is catering not only to a specific group in terms of socio-economic characteristics.
- 2) The radio program is serving its purpose since almost all the respondents listened to the program in order to get information on agriculture.
- 3) The non-regular listeners outnumbered the regular listeners but even non-regular listeners listened to the whole program when they get the chance. This means the program has the ability to hold the attention of most listeners.
- 4) Perceptions of the respondents on timing and duration varied.
- 5) The listeners need more information on agriculture.

## Recommendations

From the findings and conclusions, the following are recommended:

- 1) The program should be maintained since it is serving its purpose to inform farmers.
- 2) More listenership surveys for the program in other localities should be done to gather more insights for the improvement of the program.



## LITERATURE CITED

- ANNO, J. 2003. Listenership of Radyo Natin FM Buguias in Three Barangays of Mankayan Benguet. BS Thesis. BSU, La Trinidad, Benguet.Pp14.
- BALANGGOY, M. 2003. Radio Programs and Station Preferences of AM Band Listeners in Pandayan, Tadian Mountain Province. BS Thesis. BSU, LaTrinidad, Benguet. Pp 17-18.
- MICOSA, 2005. Comparative Analysis on the Readership of Tabloid and Broadsheet Newspaper in Talim Island, Rizal Province. BS Thesis. BSU, La Trinidad, Benguet. Pp 22.
- PALUBOS, D. 2003. The Benefits of Radio Drama to the Vegetable Farmers in Guinaoang, Mankayan, Benguet. BS Thesis. BSU, La Trinidad, Benguet.Pp18.
- PANARES, R.T. 1988. Broadcast Media at the Crossroads, In Philippine Communication: An Introduction (C. Maslog, Ed).Q.C. New Day Publishing, Manila.Pp 237-238.
- PAULINO, N. 2003. AM and FM station Listenership in Barangay Palina, Kibungan, Benguet. BS Thesis. BSU, La Trinidad, Benguet.Pp 27
- POCDO, M. 2003. Attitudes and Perceptions of Farmers on BSU on the air in Barangay Pacso, Kabayan, Benguet. BS Thesis.BSU, La Trinidad, Benguet.Pp 16-17.



## APPENDIX: INTERVIEW SCHEDULE

### A. Characteristics of the respondents

Name (optional) \_\_\_\_\_

Sex \_\_\_\_\_

Age \_\_\_\_\_

Civil Status

\_\_\_\_\_ Single

\_\_\_\_\_ Married

Occupation

\_\_\_\_\_ Farming

\_\_\_\_\_ Housewife/storekeeper

\_\_\_\_\_ Government employment

\_\_\_\_\_ laborer

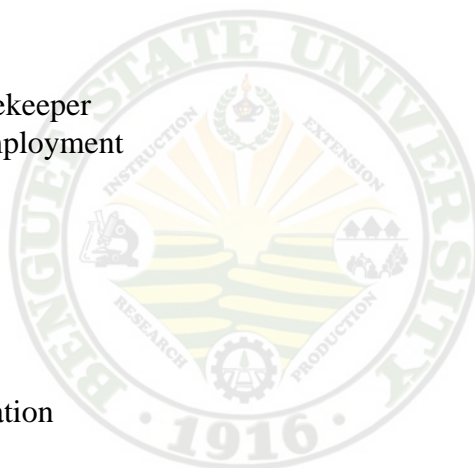
Educational Attainment

\_\_\_\_\_ Elementary

\_\_\_\_\_ High School

\_\_\_\_\_ College level

\_\_\_\_\_ no formal education



### B) Reasons for listening

1) Are you listening to the program 'Boses ti Farmers' in DZWT?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

2) What are the mass media you use as source of information?

\_\_\_\_\_ radio

\_\_\_\_\_ television

\_\_\_\_\_ newspaper



3) Why do you listen to the program 'Boses ti Farmers'?

- It gives information on agriculture
- For entertainment and relaxation
- It provides current vegetable prices

C) Frequency of listening

1) How long do you listen to 'Boses ti Farmers'?

- less than 1 hour
- the whole program

2) How often do you listen to 'Boses ti farmers'?

- regularly
- irregularly

D) Respondents Perception

1) What is your perception on the time of airing?

- too early
- appropriate

2) What can you say about the length of the program?

- too short
- too long
- enough

E) Information needs of the respondents

- Farming Practices
- Animal production
- Health and nutrition
- Ornamental production
- cooking tips

