

## **BIBLIOGRAPHY**

GAYOB, WELLINGTON T. APRIL 2010. Mass Media Preference of the Residents of Barangay Tawang, La Trinidad, Benguet on 2010 Election. Benguet State University, La Trinidad Benguet.

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## **ABSTRACT**

This study was conducted primarily to determine the mass media preference of the respondents on 2010 election. Other factors were determine the socio-demographic profile of the respondents; the mass media used by the respondents on information regarding 2010 election; the frequency and length of exposure to the different sources of information; the most preferred mass media by the respondents on information regarding 2010 election and to identify the problems encountered by the respondents in using mass media.

An interview schedule was used to gather the information from 45 respondents and they were chosen using purposive sampling technique. The respondents were 15 students, 15 out of school youth and 15 adults. Frequency counts, percentage and ranking were used in analyzing the data.

Majority of the respondents were female, single and belong to the age bracket 18-24 years old. In terms of employment, majority of the respondents were unemployed, they will either housewives or students. For education, all respondents had formal education.

Most of the respondents had used radio and television to get information on 2010 election.

As for frequency and length of exposure most of the respondents watched television, listened to radio everyday for one to two hours. Some of the respondents read newspaper and surfed the internet if only needed.

Television was the most preferred by the respondents because it is available, more detailed on information, easy to understand, it can be viewed, more entertaining and less expensive.

Most of the respondents mentioned that too much commercial was the most problems encountered in the use of television. For radio, most of the respondents stated that the information was not detailed and the problems encountered to internet and newspaper was expensive.

It is recommended that The Kapisanan ng Broadcaster sa Pilipinas (KBP) should implement a strict regulation on every program of the station to have the exact maximum of airing commercial for the benefits of the viewers. Failed to follow the regulation should be punishable by the law, other media aside from television should strengthen and further improve their information in terms of content to the information on 2010 election and every media should also conduct their own study to get feedback from viewers.

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## INTRODUCTION

### Rationale

Mass media plays an important role in the community. Aside from bringing leisure and entertainment, mass media makes information easier to disseminate and motivate audiences.

Mass media in relation to the upcoming election plays the most crucial role of disseminating information regarding the updates, events, happenings in every part of the country.

For the coming 2010 election, the comelec is set to conduct the country's first nationwide fully automated election switching from manual to automated elections on Philippines for 2010 from counting of vote to transmission and canvassing of election result (Commission on Election, 2009).

Since majority of the people are poor and still the bigger part of our population is formed in the rural areas. It is the places where people from different classes meet/interact; in some instance it is where most poor or simple living people thrive.

Like in other rural areas, residents of Barangay Tawang in La Trinidad can access at least ten radio stations, five channels on television, five daily news papers and four local weekly newspapers. Among those who can access are students, out of school youth, and adults.

We cannot deny the fact that most of us want a good leader to lead this country and majority is happy when a new leader was found. But why a lot of discontentment comes out to these leaders when they are on their ruling period. For some reasons, it is



simple because we are not totally informed to this candidates aiming to become a leader.

The reason might be the source of our information is not enough or limited or maybe the information is right there but we cannot understand at all.

In order to provide the respondents a better information regarding on 2010 election this study aims to evaluate the mass media preference of the respondents on the upcoming 2010 election to help media to provide a quality of information that can grasp by the people and can reach by their level.

### Statement of the Problem

The study aimed to find out the preference of mass media used by the residents of Barangay Tawang, La Trinidad Benguet on 2010 election.

This study will try to answer the following questions:

1. What is the socio-demographic profile of the respondents?
2. What mass media do the respondents use on information 2010 election?
3. What is the frequency and length of exposure to these mass media?
4. What is the most preferred mass media of the respondents on information regarding 2010 election?
5. What are the problems encountered by the respondents in using mass media?

### Objectives of the Study

Specifically, this study aimed to:

1. determine the socio-demographic profile of the respondents;
2. identify the mass media used by the respondents on information regarding 2010



election;

3. determine the frequency and length of exposure to these sources;
4. determine the most preferred mass media by the respondents on information regarding 2010 election; and
5. identify the problems encountered by the respondents in using mass media.

#### Importance of the Study

Result of the study can be used to aid different media and communicators in coming up for articles, programs or activities regarding 2010 election that can provide quality of information to help respondents. It may also help the students and researchers who would like to have a further understanding to the mass media preference on 2010 election.

#### Scope and Limitations of the Study

The study focused on the mass media preference on 2010 election. The respondents are the residents of Barangay Tawang in La Trinidad Benguet.

Data will be gathered using a questionnaire. The study will limit its scope to 45 respondents of Barangay Tawang.



## **REVIEW OF LITERATURE**

### Mass Media Use

According to the findings of Sawasi (2008) the type of mass media used by the students in Atok National High School-Annex was book, radio, television, newspaper, magazine and internet. Book, radio and television were mostly used everyday by the respondents.

Bugtong (2007) cited that most of the students in BSU use radio and television daily and more than one fourth of them use print and media once a week.

In the U.S 37 million people tuned into a prime television shows. Television sets are in 98% of all homes and VCR's in over 80%. Two thirds of all US adults will read newspapers each day; two thirds will listen to radio for some part everybody. American spent 56.1 B on video games in 1999 and typical US household's today (2003) spent more on media than either clothes or healthcare. In the first six months of 1999, nearly six B MP3 files were downloaded from the internet or 17 M everyday. The average person spends 3523 hours a year- 60% of his/her waking hours consuming mass media content (Baran, 2003 as cited by Sison, 2009).

### Length of Exposure Using Media

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 surf 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 in once a month, less than used in 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 Development Communication students of Benguet State University listened to radio daily (70%); twice a week (15%); four times a week (2.5%) (Balting, 2007).

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

### Mass Media Preference

Students preferred television when it comes to news updates, and they are also using internet when they have to make their researches (Bugtong, 2007).

Majority of the students in BSU accessed to the leading sources of news such as radio, television and newspaper. Majority preferred television as their source of news (Sison, 2009).

Songyo-en (2008) found out that majority of the respondents in Barangay Madaymen, Kibungan, Benguet preferred television as their main source of information because it was less expensive other preferred television because of entertainment.

Most of the respondents in Atok National High Scholl-Annex 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 (Sawasi, 2008).



### Problems in Using 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 not appropriate to use.

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

Every year so much information/news is published in different fields that individuals could not possibly maintain their own complete collections of reference materials (World Book Encyclopedia, 2000 as cited by Sison, 2009).

Many of the respondents from Madaymen, Kibungan, Benguet said that agricultural radio programs were too late in the evening, 6% claimed that radio programs were too early and boring (Songyo-en, 2008).

Lomiwes (2007) stated that the problems of the farmers of Loo, Buguias, Benguet in using mass media were: information in the print material was complicated wherein some words are 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.



## **METHODOLOGY**

### Locale Time and Study

The study was conducted at Tawang, La Trinidad Benguet (Fig.1). Barangay Tawang lies in the northern portion of the Municipality of La Trinidad. It is bounded on the east by Barangay Shilan, on the north by Barangay Bahong, on the south by Barangay Lubas and Balili and on the west by Barangay Alapang and Cruz.

Barangay Tawang has a total land area of 247.5998 hectares representing 3.0640% of the total municipal area and a total population of 8,326 (2008). It has five sitios namely: Central, Boted, Papasuk, Densi, and Banig.

The place was chosen as the place of the study because like in the other rural areas, the residents also needs information about 2010 election that are reachable by their level and help them to select the proper leader to lead this country.

The study was conducted December 2009-January 2010.

### Respondents of the Study

The respondents were 15 out of school youth, 15 students, and 15 adults. A total of 45 respondents and they were be chosen using purposive sampling technique.

The criteria for selecting respondents were: must be 18 years old and above, a registered voter, must be residents of Tawang, La Trinidad Benguet and using any type of mass media in gaining information regarding 2010 election.



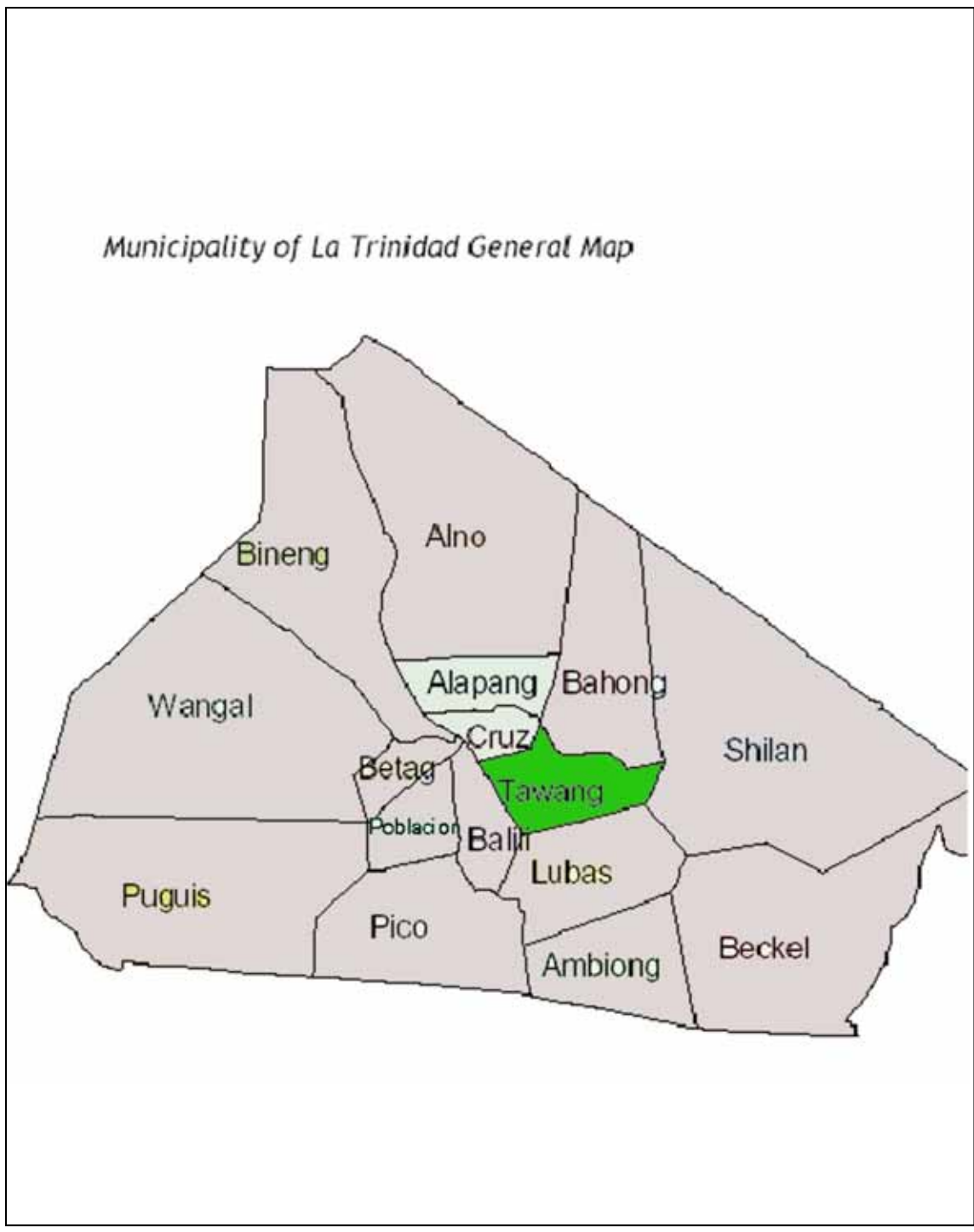


Figure 1. Map of La Trinidad, Benguet showing the location of the study



### Data Collection

An interview schedule was used to gather the needed information from the respondents. Some of the questions were translated into Ilocano during the interview for easier understanding between the researcher and the respondents.

### Data Gathered

The data gathered were the mass media used by the respondents on information regarding 2010 election, frequency and length of exposure to mass media, the most preferred mass media of the respondents on information regarding 2010 election and the problems encountered in using mass media.

### Data Analysis

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



## **RESULTS AND DISCUSSION**

### Socio-Demographic Profile of the Respondents

Table 1 presents the socio-demographic profile of the respondents in terms of age, sex, civil status, educational attainment and occupation.

It was found out that, majority or 57.78% of the respondents belonged to the age bracket 18-24 followed by 25-31 age bracket with 17.78%. The youngest respondents were 18 years old while the oldest was 51 years old.

There were more female (64.5%) than male (35.5%) respondents and majority of them were single (62%).

Results show that most of the respondents had formal education with 60% who reached college, 24.44 % who went to high school and only few finished elementary level (11.11%) while only 4.45% graduated from a vocational school.

In terms of employment, majority (55.56%) of the respondents were unemployed. They were either housewives or students. Among the 45 respondents 24.44% were employed. They worked as laborers, teacher and factory worker. The rest (20%) were self employed. They managed small businesses like sari-sari store, piggery and some were farmers.

### Mass Media Used By the Respondents on Information Regarding 2010 Election

Table 2 shows the types of mass media used by the respondents on information regarding the 2010 election. This includes broadcast media like radio and television, print media like newspaper and magazine and electronic media like internet.

Most of the respondents used broadcast media like television (91.11%) and radio



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	NUMBER (N=45)	PERCENTAGE
Age		
18-24	26	57.78
25-31	8	17.78
32-38	5	11.11
39-45	5	11.11
46-51	1	2.22
<b>TOTAL</b>	<b>45</b>	<b>100.00</b>
Sex		
Female	29	64.44
Male	16	35.56
<b>TOTAL</b>	<b>45</b>	<b>100.00</b>
Civil status		
Single	28	62.22
Married	17	37.77
<b>TOTAL</b>	<b>45</b>	<b>100.00</b>
Employment		
Unemployed	25	55.56
Employed	11	24.44
Self employed	9	20.00
<b>TOTAL</b>	<b>45</b>	<b>100.00</b>
Educational attainment		
Elementary	5	11.11
High school	11	24.44
College	27	60.00
Vocational	2	4.44
<b>TOTAL</b>	<b>45</b>	<b>100.00</b>



(60%); print media like newspaper (51.11%) while few of the respondents who used electronic media like internet (35.56%) on surfing information regarding 2010 election.

According to the respondents, the information they obtained from broadcast media like television and radio on 2010 election were procedures in voting, advertisement by the politicians, presidential forum and issues on what is happening in politics.

For print media, some respondents mentioned that the information that was often published in relation to the upcoming 2010 election were comment and suggestions from the readers on the 2010 election as well as to the politicians and issues from the politicians.

Table 2. Mass media used by the respondents for information on the 2010 election

MASS MEDIA	NUMBER	PERCENTAGE
Broadcast media		
Television	41	91.11
Radio	27	60.00
Print media		
Newspaper	23	51.11
Magazine	2	4.44
Electronic media		
Internet	16	35.56

\*multiple responses





As for electronic media like internet, most of the respondents mentioned that online discussion was the usual information gained from internet. Other information was from the politician, their background, website and their advertisement or campaign.

Among the 45 respondents, 91.11% got information on 2010 election from television. Television had the highest percentage because according to the respondents, it is available inside the house and because of its advantages like viewers were more attracted to what they see than to what they just hear or read.

Among the print media, magazine (4.44%) was not usually used by the respondents on information without 2010 election.

Results show that most of the respondents had access to two or more mass media.

#### Frequency of Exposure to Mass Media

Table 3 shows the frequency of exposure of the respondents to the mass media.

Majority (80.48%) of the respondents were exposed to television everyday. Only few watched television once a week (7.32%) and only when needed (12.19%).

Some respondents said that they watched television only once a week and only when needed because they only watched with their neighbors, other said they did not have time because of their work, and if they had vacant time, they would rather rest.

As for radio, majority of the respondents listened to radio everyday (62.96%). Only few listened to the radio once a week (3.71%), once a month (3.71%) and when if needed (29.62%). Some respondents mentioned that they listened to radio only when needed because their attention was shifted to television and to the other media. Other reasons by the respondents said that they do not have time to listen because of their work.



Table 3. Frequency of exposure to mass media

MASS MEDIA	FREQUENCY OF EXPOSURE							
	DAILY		ONCE A WEEK		ONCE A MONTH		ONLY WHEN NEEDED	
	No	%	No	%	No	%	No	%
TV (n=41)	33	80.48	3	7.32	-	-	5	12.19
Radio (n=27)	17	62.96	1	3.71	1	3.71	8	29.62
Newspaper (n=23)	3	13.04	9	39.13	-	-	11	45.83
Internet (n=16)	1	6.25	3	18.75	-	-	12	75.00
Magazine (n=2)	-	-	2	100.00	-	-	-	-

This corroborates the findings of Aboen (2007) that farmers of Dalipey, Bakun and Poblacion, Kibungan, Benguet listened to the radio everyday (74.2%), once a week (20%). The rest (24.67%) listened more than four hours in a day.

For newspaper, most of the respondents read only when needed (47.83%) and only few read newspaper daily (13.04%).

Results also show that internet was used only when needed (75%) and there were few who used it daily (6.25%) in searching information with regards to 2010 election. Some of the respondents said that they used internet to surf information on 2010 election only when they needed. Like for instances when they need to get further information to the background and achievement of some of our politicians. Other respondents mentioned



that they just insert surfing information related to the upcoming election when they are they just insert surfing information related to the upcoming election when they opened their email.

### Length of Exposure to the Use of Mass Media

Table 4 shows the respondents length of exposure to the mass media on information regarding the 2010 election. Most of the respondents watched television one to two hours (41.46 %) and three to four hours (41.46%). There were few who watched television on five to six hours (4.88%) and on less than one hour (12.19%).

It was mentioned by the respondents that most of these hours were between 6:00-8:00 pm, 11:00 pm-1:00 am after primetime dramas and on 6:00-8:00 am in the morning. Most of the respondents mentioned that they watched “TV patrol Baguio; TV patrol world; Bandila; Bottom Line; and Umagang Kay Ganda from ABS-CBN and Balitang Amaianan; 24 Oras; Saksi; and Isang Tanong on GMA while the rest watched Ten on TV5”.

For those who listened to radio, majority spent one to two hours (48.14 %). Very few among the respondents listened three to four hours (18.52%) and only one of the respondents listened to radio for more than five hours a day (3.70%).

Most of respondents who listened to radio mentioned that they listened to radio during morning hours.

As for the newspaper, out of the twenty three respondents who read newspaper, all read for less than one hour.

Print media like magazine was also read only less than an hour (100%) by the respondents.



Table 4. Length of exposure to the use of mass media

MASS MEDIA	LENGTH OF EXPOSURE							
	LESS THAN 1 HOUR		1-2 HOURS		3-4 HOURS		5-6 HOURS	
	No	%	No	%	No	%	No	%
TV (n=41)	5	12.19	17	41.46	17	41.46	2	4.88
Radio (n=27)	8	29.63	13	48.14	5	18.52	1	3.70
Newspaper (n=23)	23	100.00	-	-	-	-	-	-
Internet (n=15)	3	18.75	13	81.25	-	-	-	-
Magazine (n=2)	2	100.00	-	-	-	-	-	-

The respondents also surfed the internet on information with 2010 election. Thirteen or 81.25% surfed for one to two hours while there were few who surfed for less than one hour (18.75%). The respondents mentioned that they just insert surfing information related to the upcoming election when they opened their email or when searching other information.

Results show that majority of the respondents watched television, listened to radio, and surfed internet for one to two hours and for print media like newspaper and magazine were only read for less than one hour. Some respondents said that they read newspaper for less than one hour on information regarding 2010 election because the exceeding minutes were used read on the other information published in the said medium.



Most Preferred Mass Media of the Respondents  
on Information Regarding 2010 Election

Table 5 presents the different mass media rated according to the preference of the respondents on information regarding 2010 election.

On the other hand, Table 6 presents the reasons on the preferred mass media.

The respondents were asked to rate the mass media which they preferred most and indicated the reasons of choosing the said medium.

The result shows that television (64.45%) was the most preferred media by the respondents because it is available (28.57%); it is more detailed (28.57%) on information compared to the other sources of information. This attribute to television as more detailed because some information related to 2010 election were found in commercials and to the other programs as well. Other reasons were easy to understand (21.43%) and it can be viewed (14.28%) more entertaining (3.57%) and less expensive (3.57%).

This supports the findings of Sawasi (2008) that most of the respondents in Atok National High School-Annex preferred television because it can be viewed and it is available at their home.

Table 5. Respondents' most preferred mass media on the 2010 election

MASS MEDIA	NUMBER (N=45)	PERCENTAGE %
Television	29	64.44
Radio	11	24.44
Internet	5	11.12
Total	45	100.00



Table 6. Reasons in the preference of mass media on information regarding the 2010 election

MASS MEDIA	REASONS											
	LESS EXPENSIVE		EASY TO UNDERSTAND		MORE DETAILED		AVAILABLE		CAN BE VIEWED		MORE ENTER TAINING	
	no	%	no	%	no	%	no	%	no	%	no	%
TV (n=56)	2	3.57	12	21.43	16	28.57	16	28.57	8	14.28	2	3.57
Radio (n=21)	3	14.28	7	33.33	5	23.81	6	28.57	-	-	-	-
Internet (n=7)	-	-	2	28.57	1	14.28	3	42.85	-	-	-	-

As for the other mass media, radio was the second choice of the respondents. The reasons by the respondents were easy to understand, available inside the house, more detailed on information and less expensive.

The result also shows that print media like newspaper, books, and magazine was not preferred by the respondents in terms of information on 2010 election.

The respondents mentioned that they did not prefer print media on information on 2010 election because it is expensive and some words were difficult to understand.

#### Problems Encountered in Using Mass Media

Table 7 presents the different problems encountered by the respondents in using mass media.



Table 7. Problems encountered in using mass media

MASS MEDIA	PROBLEMS	NUMBER	%
Television (41)			
	No problem	20	48.78
	Too much commercial	8	19.51
	Not detailed	6	14.63
	Doubt to the information	2	4.88
	Signal	2	4.88
	Can destroy eyes	2	4.88
	Expensive	1	2.44
Radio (27)			
	Not detailed	10	37.04
	No problem	9	33.33
	Signal	3	11.11
	Cannot use without electricity	3	11.11
	Difficult to understand	2	7.41
Newspaper (23)			
	Expensive	13	56.52
	Not detailed	4	17.39
	Difficult to understand	4	17.39
	Doubt to the information	1	4.35
	No problem	1	4.35
Internet (17)			
	Expensive	16	94.12
	Difficult to understand	1	5.88
Magazine (5)			
	Not detailed	2	40.00
	Difficult to understand	2	40.00
	Expensive	1	10.00



For television, 48.78% mentioned by the respondents that they did not have problems encountered in the said medium. Some of the respondents mentioned that too much commercial (19.51%) was the problem encountered in using television. Some other problems mentioned by the respondents were, there was no signal of channels in some location of the respondents (4.88%). Other problems mentioned were doubt (4.88%) to the information and it can also destroy sense of sight (4.88%).

Results show that none of the respondents said that there were difficulties in understanding the information from television.

As for radio, the problems encountered by the respondents in using radio were information is not detailed (37.04%). Other reasons were technical problems like sometimes some signal of the stations cannot be reached (11.11%), and cannot be used without electricity (11.11%).

Majority of the respondents mentioned that the problems encountered in using newspaper were expensive (56.52%). Other problems in using newspaper were information is not detailed (17.39%) and difficult to understand (17.39%). One respondent claimed to have doubt on the information published in newspapers but did not further elaborate her reason.

The problems encountered in print media like newspaper and magazine on information were difficult to understand, expensive and information were not detailed.

The findings regarding the problems in using mass media mentioned above corroborates the findings of Lomiwes (2007) that the problems of the farmers of Loo, Bugias, Benguet in using mass media were: information in the print material was complicated wherein some words are unfamiliar and difficult to understand (20%) and





material was not accessible.

As for other mass media, only radio was not seen by the respondents as expensive.



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

The study on the mass media preference of the residents of Barangay Tawang, La Trinidad, Benguet on 2010 election was conducted to determine the socio demo-graphic profile of the respondents, identify their mass media used on information regarding 2010 election, the frequency and length of exposure to these sources, the most preferred mass media on information regarding 2010 election and the problems encountered in using mass media.

An interview schedule was used to gather the information from 45 respondents and they were chosen using purposive sampling technique. The respondents were 15 students, 15 out of school youth and 15 adults. Frequency counts, percentage and ranking were used in analyzing the data.

Results show that 57.78% of the respondents belonged to the age bracket 18-24 years old. 64.44% were female and only 35.56% were male respondents. Majority from the respondents were single.

In terms of employment 55.56% were unemployed. They will either be housewives or students. 24.44% were employed. They worked as laborers, teacher and factory worker, While 20% were self employed. They managed small business like sari-sari store, piggery and farming.

All respondents had formal education. Among the 45 respondents, 60% reached college level, 24.44% reached high school, and only few who reached elementary level (11.11%) and a vocational school (4.44%).



Most of the respondents had used broadcast media like television and radio, print like newspaper and electronic media like internet to get information on the 2010 election. Only two respondent claims to have access to magazine to get information on the 2010 elections. Among the 45 respondents (91.11%) got information on 2010 election from television.

As for frequency and length of exposure most of the respondents watched television, listened to the radio everyday for one to two hours. Some of the respondents also read newspaper and surfed the internet if only needed. Newspapers were read less than one hour and some respondents surfed the internet accommodating one to two hours.

In terms of mass media preference, television was the most preferred because it is available; it is more detailed on information. Other reasons were easy to understand and it can be viewed, more entertaining and less expensive. Print media like newspaper, books, and magazine was not preferred by the respondents in terms of information on 2010 election.

As for the problems encountered by the respondents in using media, most of the respondents mentioned that too much commercials was the problem encountered in using television.

As for radio, some of the respondents mentioned that information from radio was not detailed (37.04%).

About internet and newspaper, the problems encountered in using the said medium was expensive, this is the reason why they were not used daily by the respondents. Instead, majority used internet and newspaper only when needed.



### Conclusions

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

1. The most used mass media were radio and television.
2. Television and radio were used every day for one to two hours and internet and newspaper were used only when needed.
3. The most preferred mass media on information regarding 2010 election was television.
4. Too much commercial was the most problem encountered in the use of television. For radio, most of the respondents mentioned that the information was not detailed and the problems encountered to internet and newspaper was expensive.

### Recommendations

It is therefore recommended that:

1. The Kapisanan ng Broadcaster sa Pilipinas (KBP) should implement a strict regulation on every program of the station to have the exact maximum of airing commercial for the benefits of the viewers. Failed to follow the regulation should be punishable by the law.
2. Other media aside from television should strengthen and further improve their information in terms of content to the information on 2010 election.
3. Every media should also conduct their own study to get feedback from viewers.



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## APPENDIX B

### Guide Questions

#### A. SOCIO-DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Name: \_\_\_\_\_ Civil Status: \_\_\_\_\_  
 Age: \_\_\_\_\_ Occupation: \_\_\_\_\_  
 Sex: \_\_\_\_\_ Educational Attainment: \_\_\_\_\_

#### B. WHAT MASS MEDIA MATERIALS DO YOU USE ON INFORMATION REGARDING 2010 ELECTION?

\_\_\_ Radio \_\_\_\_\_ Books  
 \_\_\_ Television \_\_\_\_\_ Magazine  
 \_\_\_ Newspaper \_\_\_\_\_ Internet  
 Others, pls. Specify: \_\_\_\_\_

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

Frequency of Mass Media Use

M.Media	Daily	Once a Week	Once a Month	Once a Year	Only When Needed	Others, pls. Specify
Radio						
Television						
Newspaper						
Books						
Magazine						
Internet						
Others:						

#### C.2 LENGTH OF EXPOSURE TO MASS MEDIA

Length of Exposure

M.Media	Less than 1 Hour	1-2 Hours	3-4 Hours	5-6 Hours	Others, pls. Specify
Radio					
Television					
Newspaper					
Books					
Magazine					
Internet					
Others:					



D. WHAT MASS MEDIA DO YOU PREFER MOST ON INFORMATION REGARDING 2010 ELECTION?

Reasons

M. Media	less expensive	Easy to understand	More detailed	available	Other Reasons, pls. Specify
Radio, why?					
Television, why?					
Newspaper, why?					
Books, why?					
Magazine, why?					
Internet, why?					
Other Mass Media (pls. Specify) why?					

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

Problems

M. Media	expensive	Difficult to understand	Not detailed	Not available	Others Problems, pls. Specify
Radio,					
Television					
Newspaper					
Books					
Magazine					
Internet					
Other Mass Media					









## APPENDIX A

Letter to the Barangay Captain

Benguet State University  
COLLEGE OF AGRICULTURE  
Department of Development Communication



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Date

**Lorenzo A. Belino**  
Barangay Captain  
Tawang, La Trinidad, Benguet

Sir:

Warm greetings!

I am Wellington T. Gayob, a fourth year student of Bachelor in Development Communication at Benguet State University. I am presently conducting my Thesis titled “Mass Media Preference of the Residents of Barangay Tawang, La Trinidad, Benguet on 2010 Election”.

To make this possible, may I ask for your approval for me to conduct my study in the said Barangay? I will be choosing a total of forty-five (45) residents as my respondents.

Thank you very much and looking forward for your positive response.

Sincerely yours,

WELLINGTON T. GAYOB  
Student

Noted:

ANNA LIZA B. WAKAT  
Adviser