

## **BIBLIOGRAPHY**

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## **ABSTRACT**

This study focused on the utilization of Facebook for donation drives during the Typhoon Pepeng Catastrophe in La Trinidad Benguet with the following objectives: determine the socio-demographic characteristics of the respondents; determine the applications the users commonly used in Facebook; classify the information on the typhoon that were exchanged in Facebook; determine advantages and disadvantages of using Facebook for the donation drive for the typhoon victims on October 2009; and determine the internet users' respondents on the donation drive in Facebook.

A survey questionnaire was used in gathering the needed information for the 100 respondents. However, questions were asked to verify some facts and data. The study was conducted from November to January 2010. Data gathered were analyzed and interpreted using descriptive statistics such as frequency counts and percentage.

The respondents were relatively matured enough, most of them are females who belonged to different age bracket and all of them had been to formal education.

Blogging was the most commonly used application in Facebook. Next is chatting, on-line gaming and last was video or photo sharing.

Great majority of the respondents used Facebook to stay in touch with their friends followed by sharing of photos, music videos and other works..

All of the respondents claimed that they posted information for solicitation for donations. Most also claimed to post information on the damages of property.

Using Facebook for donation drive had more advantages than disadvantages as perceived by the respondents.

Emotionally and spiritually, all claimed that they sympathized and prayed for the victims and casualties. Most of the respondents donated. Great majority were not able to join any relief or retrieval operation because most of the respondents are working abroad. All disseminated the information to other users and some personally told their friends and relatives to help.

Recommendations derived from the study were: the various groups should continue to use Facebook for various causes; a similar study must be conducted in other aspects to compare the results.

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## INTRODUCTION

### Rationale

The advent of Information and Communication Technology (ICT) is bringing about profound change in media landscape. Business transaction, online shopping, video conferencing with friend and lot more opportunities are made possible by on-going convergence of broadcasting, telecommunications and computers into one integrated digital system

Among these so called “new media” is the emergence of internet. Nowadays, the access to this technology is fast increasing as people become acquainted with different relevant sites. Among these relevant sites is the Facebook that is not used nation-wide but also world-wide.

Facebook is becoming popular nowadays. Users can add friends and send them messages and updates their personal profile to notify friends about themselves. Additionally, users can join and create up to 200 groups according to their interest or areas of expertise. They can choose fan pages according to their interests and to connect interact with other strangers and can set their profiles on private so as to prevent acquaintances from contacting them (Hughes, 2008).

Users can also set their profile on public. This allows close friends to send messages and add the user as a friend. It lets users update their personal profiles to notify their close friend about themselves. They can also join networks organized by city, workplace, school and region to connect and interact with their close friends.



Social networking sites like Facebook can be a great way to stay in touch with large group of people.

In October 20-09, Typhoon Pepeng caused a further damages as it hit northern Philippines. In La Trinidad Benguet, Little Kibungan village was almost entirely buried in mud due to landslide. Another also occurred in Buyagan La Trinidad Benguet where some houses and residents were buries. This incident spread to the whole nation who suddenly took it upon themselves to help.

Since Facebook then is becoming popular, it has been utilized by most users here and abroad to seek for help. Many users particularly member of Igorot@facebook, Cordillera Global Network and Baguio Karitoon who are here and abroad posted information in Facebook and asking hot to transport the goods they wanted to give.

This study then hopes to determine how the website, Facebook, was used in donation drives during Calamity. It will find out how social software particularly Facebook has develop into something that many people are using now to form and maintain relationships.

Hence, the researcher aims to determine the uses of Facebook for Donation drives during the Typhoon Pepeng in La Trnidad Benguet.

### Statement of the Problem

This study attempts to answers the following questions:

1. What is the socio-demographic profile of the respondents?
2. What applications do the users commonly use in Facebook?
3. What information were exchanges through Facebook?



4. What are the perceived advantages and disadvantages of using Facebook for the donation drive for the typhoon victims on October 2009?

5. What are the internet users' responses to the donation drive in Facebook?

### Objectives of the Study

As intended, the study provides stand of Facebook as an effective medium of communication during calamities. The study then focused to:

1. determine the socio-demographic characteristics of the respondents;
2. determine the applications the users commonly used in Facebook?
3. classify the information on the typhoon that were exchanged in Facebook;
4. determine the advantages and disadvantages of using Facebook for the donation drive for the typhoon victims on October 2009;
5. determine the internet users' respondents on the donation drive in Facebook.

### Importance of the Study

The findings may help the people to realized how Facebook could also be a used to disseminated information on social problems. It could also be a basis for those who would like to develop website that could be used for development purposes.

### Scope and Limitation of the Study

This study focused on the use of Facebook for donation drives during the onslaught of Typhoon Pepeng in La Trinidad, Benguet.



Respondents were members of Igorort@Facebook, Cordillera Global Network and Baguio Karitoo who actively participated in information dissemination and in donation drives.





## REVIEW OF LITERATURE

### Facebook

Facebook is a social networking website intended to connect friends, family, and business associates. It is the largest of the networking sites. It began as a college networking website and has expanded to include anyone and everyone (Toomey, 2005).

Facebook was founded in 2004 by Harvard student Mark Zuckerberg and originally called the Facebook. It was quickly successful on campus and expanded beyond Harvard into other Ivy League schools. With the phenomenon growing in popularity, Zuckerberg enlisted two other students, Dustin Moskovitz and Chris Hughes, to assist. Within months, the Facebook became a nationwide college networking website (Wikipedia, 2004).

Zuckerberg and Moskovitz left Harvard to run thefacebook full time shortly after taking the site national. In August of 2005, thefacebook was renamed Facebook, and the domain was purchased for a reported \$200,000 US Dollars (USD). At that time, it was only available to schools, universities, organizations, and companies within English speaking countries, but has since expanded to include anyone (Wikipedia, 2004).

Facebook users create a profile page that shows their friends and networks information about them. The choice to include a profile in a network means that everyone within that network can view the profile. The profile typically includes the following: Information, Status, Friends, Friends in Other Networks, Photos, Notes, Groups, and The Wall (Myers, 2009).

Personal notes can also be written and shared with friends. When sharing an item,



users can attach the item to their profile Wall for all to see, or can select individual people that they think would be most interested in seeing the items (Myers, 2009).

Facebook had a redesign in late 2008, intended to streamline the website and make it easier to see what friends were doing. It has seen outstanding growth since its inception and is poised to maintain its dominance in social networking. In early 2009 Facebook users worldwide were nearly double (Myers, 2009).

### Features of Facebook

Facebook has a number of features with which users may interact.

*Wall.* A space on every user's profile page that allows friends to post messages for the user to see Pokes, which allows users to send a virtual "poke" to each other (a notification then tells a user that they have been poked). A user's Wall is visible to anyone who is able to see that user's profile, depending on privacy settings. In July 2007, Facebook began allowing users to post attachments to the Wall, whereas the Wall was previously limited to textual content only (Wales, 2006).

*Photos.* Users can upload albums and photos. Facebook allows users to upload an unlimited number of photos, compared with other image hosting services such as Photo bucket and Flickr, which apply limits to the number of photos that a user is allowed to upload. In the past, all users were limited to 60 photos per album. However, some users report that they are able to create albums with a new limit of 200 photos. Another feature of the Photos application is the ability to tag or label users in a photo. For instance, if a photo contains a user's friend, then the user can tag the friend in the photo. This sends a



notification to the friend that they have been tagged, and provides them a link to see the photo (Myers, 2009).

*Status.* It allows users to inform their friends of their whereabouts and actions.

*News Feed.* It appears on every user's homepage and highlights information including profile changes, upcoming events, and birthdays of the user's friends. Initially, the News Feed caused dissatisfaction among Facebook users; some complained it was too cluttered and full of undesired information, while others were concerned it made it too easy for other people to track down individual activities (such as changes in relationship status, events, and conversations with other users (Wirthlin, 2009).

*Facebook Notes.* It was introduced on August 22, 2006, a blogging feature that allowed tags and embeddable images. Users were later able to import blogs from blogging services (Wirthlin, 2009).

*Comet Based-Chat.* It allows users to communicate with friends and is similar in functionality to desktop-based instant messengers (Wirthlin, 2009).

Other application includes games, chat and notification, pokes, music, videos, Facebook-Beta, and Marketplace (Wales, 2006).

### Advantages of Facebook

Although many teachable moments arise because of inappropriate Facebook actions, there are some advantages to using Facebook. One advantage is that student organizations can use the Facebook for organizing and announcements, as opposed to using traditional leisters. Users can log-on at a time which is convenient for them and see what is new with the student organization, as opposed to filling their inboxes with



multiple emails a day about announcements or schedule changes. Facebook can also be used to advertise events and other involvement opportunities. The ads cost between ten and twenty dollars a day, depending on the size of the institution, and can be posted by any member of an institution's group (Facebook, 2005).

*Add existing and new friends easily.* Users can easily add friends that are already in contact with via Hotmail on Facebook (Wadas, 2008).

*Post messages easily.* Users can easily post messages onto the "walls" of their friends. . Creating own notes as well to entertain friends or tell them about a certain issue is made possible (Wadas, 2008).

*Add comments easily.* Users can easily add comments for any messages and photos posted by friends, and any information telling about their latest status. 3. Use applications to interact with friends (Wong, 2007).

*Upload photos easily.* Uploading photos to be shared with friends is a simple task on Facebook. Users can also create albums to organize their photos (Hawkins, 2007).

*Share ideas and request for opinion in groups.* Users can become a member of a group that promote something they are interested in to share their views and to obtain advice from other members (Wadas, 2008).

*Easier to navigate.* Facebook has an easier way of navigating which gives it the best advantage over its competitor. It is fairly clear cut (Hawkins, 2007).

*Business Transactions.* Facebook also has some advantages for businesses. Since Facebook is a giant network of people, businesses can advertise their business to specific groups that would most likely be interested. Those people, if they liked the product, would in turn tell their friends about the company. Facebook, because of its design,



speeds up this "word-of-mouth" process. Businesses that use Facebook would be able to reach a wider audience of people than they would otherwise. Another advantage is that the cost of this advertising is very low. Businesses can save a good amount of advertising budget by using Facebook. Facebook also helps business to develop relationships with their customers and raise the visibility of their company. Facebook is a very good site for both individuals and businesses as it helps them to connect and grow (Facebook also has some advantages for businesses (Deschineau, 2007).

### Disadvantages of Facebook

There are many disadvantages of using Facebook. Many people believe that Facebook has a lot of advantages and is convenient to use. But they ignore all the disadvantages that come with it. Excess of everything is bad and the statement is true for Facebook.

*Weak eyesight.* Staring at a computer screen can weaken your eyesight. Facebook can only be accessed through the Internet, and if user use it too much, then his or her eyesight will get worse. Facebook also provides many games and applications that require a person to focus on the screen for a long time (Wadwha, 2006).

*Less time outdoors.* If users get addicted to Facebook, then they may miss out on all the fun that you can have outdoors (Wadwha, 2006).

*Less time physically spent with a person.* User will become anti-social and develop \_ social anxiety disorder\_ if he or she never talks to people face to face. This is a terrible disorder, which can also put into depression. This is one of biggest disadvantages



of Facebook. User will become anti-social and spend less time with people (Wadwha, 2006).

*Face of Cyberspace.* The moment a person listed at Facebook, he or she is online. The profile, and whatever that was uploaded is there for all to see (Goesll, 2006).

*Privacy Considerations.* Any time a user open any sort of online account, he or she give up a degree of privacy. While most sites the private information you enter remains between the users' friend (Goesll, 2006).

### Igorots@Facebook

Igorots@Facebook aims to develop within its members the knowledge, skills and cultural understanding to help Cordillera achieve its goals and be proud and responsible citizens in a global society. To this end, Igorots@Facebook encourages all members to become active, life-long learners and good citizens who, by creative and critical thinking, can make positive contributions to their community. This group was categorized under community organization and the content is open to all public (Hilario, 2010).

Nina Hilario, the founder, narrated that she created this group in lieu with its stated description. Mainly she wants to show off the very unique culture of Igorots and outstanding camaraderie globally.

Mr. Taawan, one of Administrator of IGOROT@FACEBOOK stated that the Igorots always help each other. It was the nature of their old culture. They made use of the internet as a means to expedite material aids when someone needs assistance especially when disaster strikes home. When disaster affected their lowland brothers, they too make extra effort to extend help (Taawan, 2010).



### Cordillera Global Network (CGN)

Cordillera Global Network (CGN) aims to develop within its members the knowledge, skills and cultural understanding to help Cordillera achieve its goals and be proud and responsible citizens in a global society. To this end, CGN encourages all members to become active, life-long learners and good citizens who, by creative and critical thinking, can make positive contributions to their community (Hilario, 2010).

This group is also a brainchild of Nina Hilario. The root of CGN is Igorots@Facebook and it became possible with the effort of the officers according to her.

### Baguio Karitoon

This account was established so as to be use as an online news portal to "hometown" news of Baguio and Northern Luzon. It also caters the different events in Baguio-Benguet. Through the utilization of Baguio Karitoon in Facebook, members from other countries are updated with the current situation and events of Baguio and Benguet (Karitoon, 2010).





## METHODOLOGY

### Locale and Time of the Study

La Trinidad (Fig.1) is a first class municipality in the province of Benguet, Philippines. It is the capital Municipality of Benguet. Spanish explorers discovered the valley in 1624 led by Don. M. Quirante.

La Trinidad is bounded on the north by the municipality of Tublay, on the south of Baguio and on the west by Sablan and Tuba. La Trinidad is dubbed as the Strawberry Capital of the Philippines and is also referred to as the Salad Bowl of the Philippines (vegetable gardens at the La Trinidad Valley), and the Rose Garden of the Philippines (rose & various cut flowers at barangay Bahong). It is politically subdivided into 16 barangays: Alapang, Alno, Ambiong, Bahong, Balili, Beckel, Bineng, Betag, Crus, Lubas, Pico, Poblacion, Puguis, Shilan, Tawang, and Wangal. The largest barangays are Wangal (1,116 hectares), Puguis, (1,021.82 hectares), and Alno (958.35 hectares).

This area was chosen because of its suitability for the study and where majority of affected parts is located. Also, it is observed that there were many internet users who access social networking sites about the calamity that ravaged the place. The study will be conducted from December 2009 to February 2010.

### Respondents of the Study

There were 100 respondents of this study who were chosen purposely. They were the internet users who were actively involved in soliciting donations, members who







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



donated and posted information, photos and videos. They came from groups of Igorot @Facebook, Cordillera Global Network, and Baguio Karitoon because these groups were the active one during the calamity in response to the needs of the affected families in La Trinidad, Benguet.

### Data Collection

The data was collected through a survey questionnaire which was sent through e-mail. Further questions were asked to verify data and facts.

### Data Gathered

The data gathered includes the socio-demographic profile of the groups particularly Igorot@Facebook, Cordillera Global Network and Baguio Karitoon, the information that was posted on the sites, and the uses of Facebook on donation drives during the Typhoon Pepeng on October 2009.

### Data Analysis

The data gathered was analyzed and tabulated using descriptive, frequency and percentage.



## RESULTS AND DISCUSSION

### Socio-Demographic Profile

Table 1 show the socio-demographic profile of the respondents who actively participated in the donation drive during the typhoon catastrophe in La Trinidad Benguet utilizing Facebook.

*Age and sex.* Among the 100 respondents, majority belonged to the age bracket 26-30 (43%) followed by 20-25 (23%) then 31-35 (18%). Ten percent belonged to age bracket 36-40 and the rest 41-46 (6%). Females constitute a bigger number (79%) of the respondents than male (31%).

*Civil Status.* Eighty three of the respondents were married (83%); and seventeen (17%) were single.

*Educational Attainment.* Based from the gathered data, all (100%) have finished their bachelors' degree.

### Commonly Used Application in Facebook

Table 2 shows the commonly used application by the users. Among the respondents, almost all (97%) claimed to post blogs and other information that they want to share. In relation to this, blogs contained information about the damage caused by Typhoon Pepeng, soliciting for donation from other users and pertinent information on how to donate as claimed by the respondents. The second most commonly used Facebook application is chatting (83%).



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (N=100)	PERCENTAGE
Age		
20-25	23	23
26-30	43	43
31-35	18	18
36-40	10	10
41-45	6	6
TOTAL	100	100
Sex		
Male	31	31
Female	79	79
TOTAL	100	100
Civil Status		
Single	17	17
Married	83	83
TOTAL	100	100
Educational Attainment		
College Level	100	100
TOTAL	100	100

According to a respondent, chatting is one of the easiest ways to communicate about the Typhoon Pepeng calamity for it will not take a long process as long as the users are online.

In chatting, users will visit the same website and application regularly and form strong emotional ties with the other regular users of Facebook. Next is on-line gaming



Table 2. Commonly used applications in Facebook

ACTIVITIES	FREQUENCY (N=100)	PERCENTAGE
Blogging	97	97
Chatting	83	83
On-line Gaming	72	72
Video/photo Sharing	64	64

\*Multiple responses

(72%). One respondent said that on-line gaming will not be eliminated since this is one of the past times a worker could do during leisure hours.

Lastly, posting videos and photos is also done in the website. Posting videos and uploading photos allowed other users to see the actual event cause by the typhoon as what the respondents did to further support the information posted or that was blogged.

According to one respondent this will also trigger critical thinking of other users by posting comments on a certain video or photo and allow other users to see changes in themselves

This supports the statement of Delaware (2008) that blogging/ posting notes is an activity that a user could do in Facebook, usually maintained by an individual with regular entries of commentary and descriptions of events. Blogs often become more than a way to just communicate; they become a way to reflect on life, or works of art. Blogging can have a sentimental quality. Few personal blogs rise to fame and the mainstream, but some personal blogs quickly garner an extensive following.



### Uses of Facebook

Table 3 shows the uses of Facebook. Out of the 100 respondents, 93% used Facebook to stay in touch with friends and relatives since most of the respondents were working abroad.

This finding supports the study of ECAR (2008) that most users utilized Facebook to stay in touch with their friends, relatives and their loved ones.

Ninety of them (90%) claimed to use Facebook to share photos, videos, music, and other works. Nearly three fourths (73%) used Facebook to express their opinions and views.

There were 39% of the respondents who used Facebook to make friends with people they never met in person, participate in special-interest group and plan or invite people to events. It is interesting also to note that there were males (8%) who used Facebook to find dates in nearby areas.

This finding corroborates with the study of Wadas (2008) which states that users can become a member of a group that promote something they are interested in to share their views and to obtain advice from other members.

### Classification of Information Posted in Facebook during the Typhoon

Table 4 results show that all (100%) the respondents solicited for donations and this solicitation were categorized as it was planned by the group they belonged with. Categories include money, goods, and clothing.

To support more of the information about the tragedy, more than half (67%) posted information on the damages of property. Photos of damaged property and video



Table 3. Uses of Facebook

USES OF FACEBOOK	FREQUENCY (N=100)	PERCENTAGE
Stay in touch with relatives and friend	97	97
Shares photos, music, videos and other works	90	90
Expresses opinions and views	73	73
Make new friend on-line	39	39
Plan or invite people to events	39	39
Participate in special-interest group	39	39
Find someone to date	8	8
Respond to advertisements	3	3

\*Multiple responses

clip during the retrieval operation were also posted. Forty-eight respondents asked help for retrieval operation either manpower or materials to be used in retrieving the casualties. Also 32% posted information on the numbers of casualties and affected families were posted.

#### Advantages of Facebook for Donation Drive

Table 5 shows the advantages of using Facebook for donation drive during the Typhoon Pepeng calamity in La Trinidad, Benguet. Most (67%) of the respondents believed that the donors or those people away from the Philippines have an easy access



Table 4. Classification of information posted in Facebook during the typhoon

INFORMATION POSTED	FREQUENCY (N=100)	PERCENTAGE
Solicitation for Donations	100	100
Damages of Property	67	67
Call for volunteers and materials for relief and retrieval operation	48	48
Number of Casualties and Affected Families	32	32

\*Multiple responses

on what is really going on in the said calamity. Forty respondents claimed that information, photos and videos posted in Facebook became a total proof on what had happened.

Also, some (34%) said that the damages and those concerned individuals who wanted to help did not have difficulty on how to give their help. With the use of Facebook, 23% said that it helps inform the public of the disaster which hit the country and so solicited help from donors.

Among the 100 respondents, ten claimed that Facebook also served as a medium to increase/broaden networking with special interest groups and other new contacts. One respondent said that although it is informal, it is one of the best ways of relaying information right now. Furthermore, as long as privacy or confidentiality is observed, everything will be okay.

An administrator of Igorot@Facebook said that as Facebook undergoes development, charities online expanded through a lot of philanthropists who gave it online





Table 5. Advantages of Facebook for donation drive

ADVANTAGES	FREQUENCY (N=100)	PERCENTAGE
Easy access on the information on the said calamity	67	67
Information, photos and videos posted become a total proof of the catastrophe	40	40
Easy way of sending donations because the bank account to send cash was posted in Facebook.	34	34
Solicited help from donors	23	23
Served as a venue for increased/broadened networking with special interest groups and other new contacts	10	10

to be served for the affected community.

A respondent from Hongkong claimed that it is indeed useful if you have an account in Facebook (also to other social networking sites) because she was updated with the happenings. Moreover, she and a group of Filipino women in Hongkong solicited relief goods online and personally from their bosses and were able to collect goods, clothing and small amount of money that was used to pay for the fair of the collected reliefs distributed in Benguet.

This supports what the Charity Technology Organization (CTO, 2008) said that Facebook is an efficient innovation to project donation drives. The organization goals has recently received support from famous celebrities such as Eddie Izzard and David



Williams, the latter of whom swam across the English Channel in aid of the organization through Facebook. Different activities were used to convince thousands of users to donate.

### Disadvantages of Facebook for Donation Drive

Table 6 shows that disadvantages of using Facebook for donation drive. Basically, many (82%) stipulated that the main problem is on technical aspects. These were internet connections, difficulty in uploading photos and videos, and electrical connections. These problems delayed the information exchange from the users abroad and in Benguet. Thus, it includes being the disadvantages of the users and the one who donated.

According to one respondent, technical problem causes also the delay in posting photos and videos that allowed the concerned users to see the development of the operation.

Some also (31%) claimed that there was an influx of fake solicitor during that time.

One respondent said that they used it for their own benefits. Also, since Facebook is open to all users, three respondents said that other users can just post derogatory and hurtful words that hurt Filipinos especially that the country is in a massive calamity, like the case of a Korean who posted derogatory comments. The comment posted in the website says “I hope it keeps raining and die in floods like those Filipino monkeys”.

Also a lot of respondents believed that Facebook is a social networking venue to share anything legitimate across borders and amongst races. They do not see any disadvantage in sharing information or solicit need for help for disasters like Typhoon



Table 6. Disadvantages of Facebook for donation drive

DISADVANTAGES	FREQUENCY (N=100)	PERCENTAGE
Technical Problems (Internet Connection, Electricity Brow-out, etc)	82	82
Influx of fake solicitors	31	31
Other users post derogatory and hurtful words	3	3

\*Multiple responses

Pepeng.

This shows that innovations have its advantages and disadvantages. Griffith (2008) says that Facebook is one of the fastest growing social networking websites on the Internet. Each day countless number of people flocks to Facebook and join up with visions of reconnecting with people and having the ability to maintain contact with people they know.

#### Responses to the Information Posted in Facebook

The information that was posted in Facebook elicited different responses from the users' world-wide. Different races, diverse personalities and behaviours shared similar responses base on the comments written on their wall.

As shown in Table 7, the tragedy draws out the users (100%) to sympathize to the affected families and the victims. One respondent said that nobody would feel the other



way of what had happened except to sympathize. This feeling urged them to share the information to other users so as soliciting donation.

All (100%) of the respondents claimed that they prayed for the victims and casualties. According to some members of Igorot@Facebook in Thailand, they organized and spearheaded a mass for the victims and casualties of the typhoon. They also gave goods and cash after the mass channelled by the administrator of the group.

Moreover, La Trinidad Benguet was indeed needy for financial support. With the advent of technology, information and news were wide-spread allowing most of the users (79%) to donate while 21% did not. According to the Administrators of Igorot@Facebook and CGN, they coordinated themselves and able to have a common account used for sending cash donations. They linked it to some banks that are accessible in Benguet that headed by an administrator of the group who was in Baguio. Moreover, they say that the fair of the delivered goods and clothing from other countries was paid by some of the members abroad and came from the collected cash. A respondent from Hongkong said that it was her boss who paid for the fair of the clothing and goods that was delivered.

Aside from financial assistance, manpower was also needed for retrieval operation and relief operation. The numerous bodies that were buried needs more rescuers. Almost all (93%) of the respondents did not join a retrieval operation because most of them were working abroad while only 7% joined relief operations. According to one respondent, although they liked to join a relief operation distance did not permit it.

With the use of Facebook, all (100%) of the respondents claimed that they disseminated the information to other users world-wide looking forward for more



Table 7. Responses to the information posted in FB

RESPONSE	FREQUENCY (N-100)	PERCENTAGE
Emotional		
I sympathized	100	100
TOTAL	100	100
Spiritual		
I/we prayed for the victims and the casualties	100	100
TOTAL	100	100
Financial		
I donated	79	79
I did not donate	21	21
TOTAL	100	100
Manpower		
I did not join any	93	93
I joined a relief operation	7	7
TOTAL	100	100
Communication		
Disseminated the information to other users world-wide	100	100
Told a friend to help personally	42	42
*Multiple responses		
TOTAL	100	100



donations while 42% told a friend or a relative to help personally as what the group of respondents from Hongkong did. They organized a group and collected goods and clothing from their co-overseas Filipino workers.

The results corroborate the study of Project Nethics (2008) which states that distance does not hinder people in helping each other. Also Neilsen (2008) narrated in his study that virtual community is a great help in informing people aside from the print and broadcast media where most people get informed.



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

This study focused on the utilization of Facebook for donation drives during the Typhoon Pepeng Catastrophe in La Trinidad Benguet. The study was conducted online with the following objectives: determine the socio-demographic characteristics of the respondents; determine the applications the users commonly used in Facebook; classify the information on the typhoon that were exchange in Facebook; determine advantages or disadvantages of using Facebook for the donation drive for the typhoon victims on October 2009; determine the internet users' respondents on the donation drive in Facebook.

A survey questionnaire was used in gathering the needed information for the 100 respondents who actively participated in information dissemination and donation drive. However, questions were asked to verify some facts and data. The study was conducted from November to January 2010. Data gathered were analyzed and interpreted using descriptive statistics such as frequency counts and percentage.

Many of the respondents belonged to age bracket 26-30 while the least 6 % belonged to age bracket 41-45. Female (79%) outnumbered male (31%) respondents so as married (83%) than single (17%) respondents. All (100%) claimed that they reached college level, thus they attended a formal education.

Blogging ((7%) was the most commonly used application in Facebook. Next is chatting (83%), on-line gaming (72%) and last was video or photo sharing with 64%.

Majority (97%) of the respondents used Facebook to stay in touch with their friends followed by sharing of photos, music videos and other works (90%). Seventy three claimed to use Facebook to express opinions and views while 39% used



Facebook to make new friend online, plan or invite people to events, participate in special-interest group. Eight male respondents claimed to use Facebook to find someone to date and 3% used Facebook to respond to advertisements.

All (100%) of the respondents claimed to post information for solicitation for donations and 67% claimed to post information on the damages of property. Calling for volunteers and material for relief and retrieval operation constituted 48% and to further support the information posted 32% claimed that they posted the numbers of casualties and affected families.

Among the 100 respondents, many (67%) believed that easy access on the information on the said calamity is an advantage of using Facebook for donation drive. Also 40% believed that Facebook become a total proof of the catastrophe. Ten respondents considered also the Facebook as a venue for increased or broadened networking special interest groups and other new contact as an advantage.

Disadvantages was also noted and 82% said that the problem mostly rely on technical problems such as internet connections and electricity brow-out. During the Typhoon Pepeng 31% said that there was an influx of fake solicitor and 3% respondents said that other users post derogatory and hurtful words.

Emotionally and spiritually, all (100%) claimed that they sympathized and prayed for the victims and casualties. While on the financial aspect, majority (79%) donated for the victims and 21% did not. Many (93%) was not able to join any relief or retrieval operation because most of the respondents are working abroad while 7% joined a relief operation. To further inform other users globally, all (100%) disseminated the information to other users while some (42%) told their friend and relatives to help personally.





## Conclusions

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

1. Blogging was the most commonly used application in Facebook for the donation drive for the victims of Typhoon Pepeng.
2. The most common information used for the donation drive in Facebook was on solicitation for donation.
3. Using Facebook for donation drive has its advantages and disadvantages.
4. Facebook is a cheaper yet better access to communication.

## Recommendations

Based on the conclusions, the following recommendations were formulated:

1. The various groups should continue to use Facebook for various causes.
2. A similar study must be conducted in other aspects to compare the results.



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## APPENDIX A

### Survey Questionnaire

Instruction: Please put a check on the spaces provided before the choices and supply answers for the question asked. Rest assured that any information gathered will be for survey purposes only and will be treated by confidentiality. Thank you for your cooperation.

---

#### I: Socio-Demographic Profile

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

Age:\_\_\_

Sex:\_\_\_

Civil Status:\_\_\_

Educational attainment:

\_\_\_ Elementary

\_\_\_ College

\_\_\_ High school

\_\_\_ Vocational

\_\_\_ Others: (pls. specify)

#### II:

2. What are the usual activities or applications that you open or utilize in Facebook?

\_\_\_ Blogging

\_\_\_ On line Gaming

\_\_\_ Chatting

\_\_\_ Video Sharing

3. How is Facebook used? (Rank 1-5 and so on,1 as the highest)

\_\_\_ Make new friends I have never met in person

\_\_\_ As a forum to express my opinions and views

\_\_\_ Communicate with instructors about course-related topics

\_\_\_ Find someone to date

\_\_\_ Respond to advertisements

\_\_\_ Stay in touch with friends

\_\_\_ Share photos, music, videos, or other work

\_\_\_ Communicate with classmates about course-related topics

\_\_\_ Find out more about people (I may or may not have met

\_\_\_ Plan or invite people to events

\_\_\_ Participate in special-interest groups

\_\_\_ Others, please specify

III. Classify information on the typhoon that were exchanged through the networking sites. (Please check)

\_\_\_ Damages of Property

\_\_\_ Numbers of affected Families

\_\_\_ Soliciting for Retrieval Operations manpower/materials

\_\_\_ Soliciting for Donations



### V: Advantages and Disadvantages

What do you think are the advantages and disadvantages of using Facebook as a medium in donation drive during the onslaught of Typhoon Pepeng?

#### Advantages:

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#### Disadvantages:

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VI: What are your responses regarding the information on donation drives in the social networking sites? (pls. check)

#### a. Emotional

- I sympathized  
 I don't care at all  
 Others, pls. specify

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#### Spiritual

- I/ we prayed for the victims and casualties  
 I did not pray for the victims and casualties  
 Others, pls. specify

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#### Financial/Material

- I donated  
 I did not donate  
 Others, pls. specify



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Manpower

I joined the retrieval operations

I joined the relief operations

I did not join any

Others, pls. specify

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e. Communication Aspect

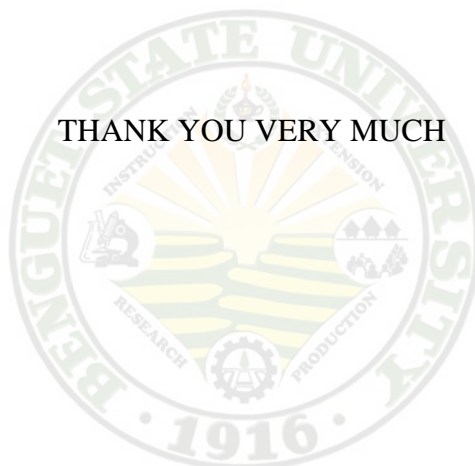
Told a friend to help

Disseminated the information to other users

Others, pls. specify

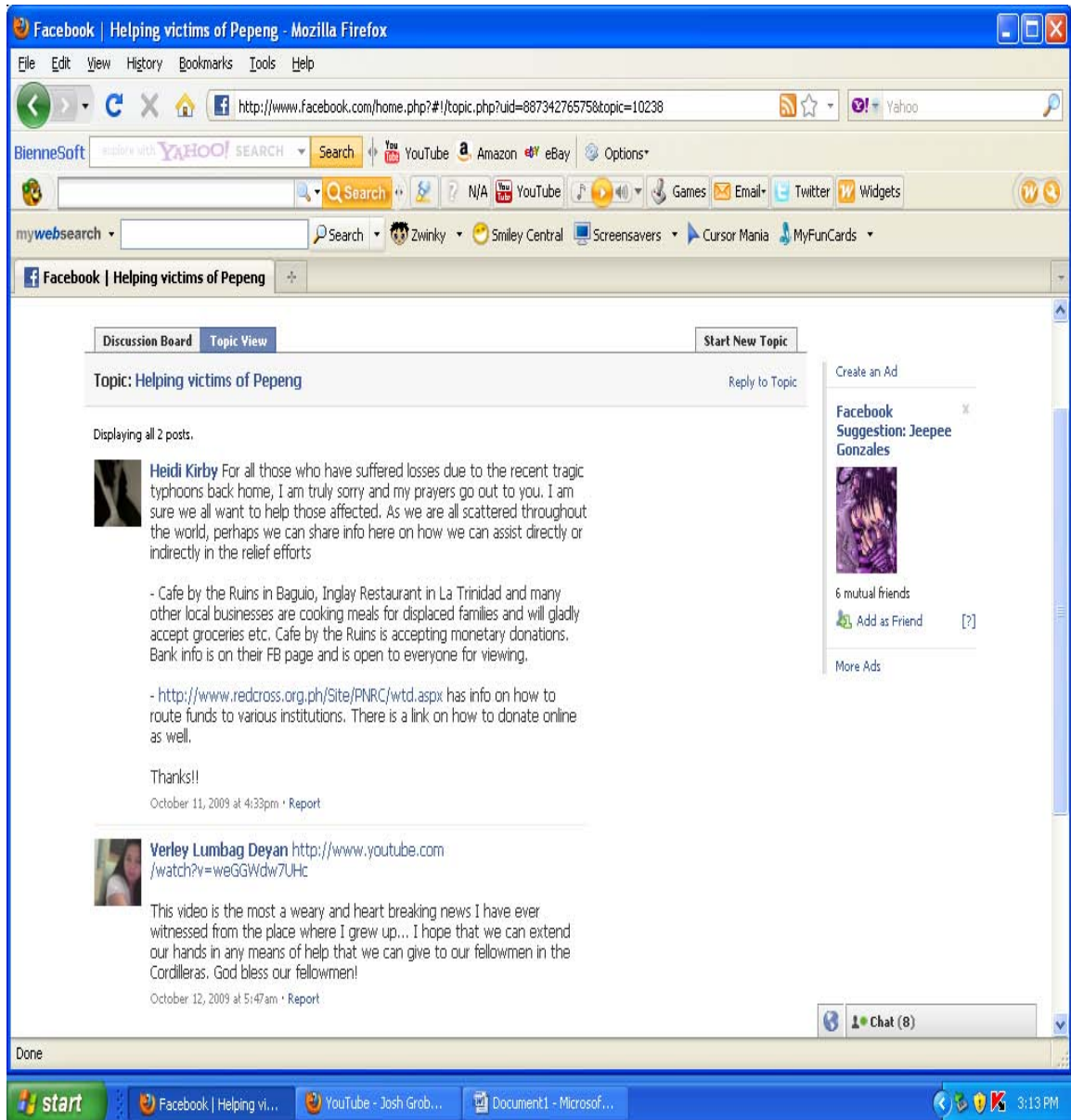
---

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## APPENDIX B

### Samples of messages about Typhoon Pepeng sent trough Facebook





Facebook | IGOROTS @ FACEBOOK - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.facebook.com/home.php?#!/group.php?gid=88734276575&ref=ts

BienneSoft **YAHOO!** SEARCH Search YouTube Amazon eBay Options\*

mywebsearch Search Zwinky Smiley Central Screensavers Cursor Mania MyFunCards

Facebook | IGOROTS @ FACEBOOK

**Baguio Karitoon** donations now accepted "Oplan Aginaywan Kordillera" to help "Pepeng" victims and also to provide support to volunteers (rescuers, medical teams etc)... Office of P.A. Thomas Killip #93 2nd floor, Pine Valley Bldg. Km 4, La Trinidad Benguet telefax (074) 422 3830 c/o Ms Daisy Lee  
October 11, 2009 at 9:36pm · Comment · Like · Report

**Baguio Karitoon** donations now accepted "Oplan Aginaywan Kordillera" to help "Pepeng" victims and also to provide support to volunteers (rescuers, medical teams etc)... #93 2nd floor, Pine Valley Bldg. Km 4, La Trinidad Benguet telefax (074) 422 3830 c/o Ms Daisy Lee  
October 11, 2009 at 9:06pm · Comment · Like · Report

**Heidi Kirby** For all those who have suffered losses due to the recent tragic typhoons back home, I am truly sorry and my prayers go out to you. I am sure we all want to help those affected. As we are all scattered throughout the world, perhaps we can share info here on how we can assist directly or indirectly in the relief efforts  
...  
See More  
October 11, 2009 at 4:56pm · Comment · Like · Report

**Heidi Kirby**  
**Helping victims of Pepeng**  
For all those who have suffered losses due to the recent tragic typhoons back home, I am truly sorry and my prayers go out to you. I am sure we all want to help those affected. As we are all scattered throughout the world, perhaps we can share info here on how we can assist...  
See More  
October 11, 2009 at 4:33pm · Participate

**Shalen Nagihid** hi, i want too but sorry i can't attend...good luck n lng ken datayo amin dita.  
October 11, 2009 at 10:30pm · Comment · Like · Report

Transferring data from external.ak.fbcdn.net...

start Facebook | IGOROTS... YouTube - joshgoba... Document1 - Microsof... 3:03 PM





Facebook | IGOROTS @ FACEBOOK - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.facebook.com/home.php?#1/group.php?gid=88734276575&ref=ts

BienneSoft explore with YAHOO! SEARCH Search YouTube Amazon eBay Options\*

mywebsearch Search Zwinky Smiley Central Screensavers Cursor Mania MyFunCards

Facebook | IGOROTS @ FACEBOOK

**Carl Cariño Taawan**

**Project Makamundo**

The Makamundo Network, consist of Baguio Forumers Club (BFC), MoloMoltes, Beneco, People's Initiative for Learning and Community Development (PILCD), Clean Air Youth Alliance, Beta Sigma and Pakisama, are reaching out in far flung areas not yet reached by current relief...

See More

October 16, 2009 at 6:33pm · Participate

**Clarence Padoyao**

**Salamat!**

Saludo po kami sa lahat ng mga may-ari ng malalaking establishment sa La Trinidad, Benguet na hindi naglaas ng presyo at hindi nagtago ng mga products noong kasagagan ng bagyong Pepeng, Kay Gov, Fongwan, at sa lahat ng mga local leaders ng at private citizens ng Bengue...

See More

October 15, 2009 at 12:45am · Participate

**Heidi Kirby** FYI for those in the DC/MD/NOVA areas, a special mass for the victims of typhoons Ondoy and Pepeng will be held tomorrow night at St. Matthew the Apostle located in 1725 Rhode Island Ave NW. Service begins at 7 PM. Please let me know if you have any questions. I will be happy to forward you the flyer. Thank you!

October 12, 2009 at 2:40pm · Comment · Like · Report

**Richard Alunit** MY DEEPEST SYMPATHY TO THOSE FAMILY WHO TRAGEDLY LOST THIER LOVE ONE'S DURING THE DEVASTATING KILLER TYPHOON..MAY GOD BLESS...

October 12, 2009 at 12:03pm · Comment · Like · Report

RECENT ACTIVITY

Bhea Golingab Diwas discussed Global warming caused typhoons like onday and pepeng

Chat (8)

http://www.facebook.com/ronin13?ref=mf

start Facebook | IGOROTS... YouTube - joshgroba... 3:02 PM

