

BIBLIOGRAPHY

ROSARIO, CRISANTE K. APRIL 2010. Mass Media Preferences for Research Requirements among the Students of Maba-ay National High School- Bansa Annex Bauko, Mt. Province. Benguet State University, La Trinidad Benguet.

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ABSTRACT

A study on mass media preferences for research requirements among the students of Maba-ay NHS- Bansa Annex was conducted to determine the socio- demographic profile of the students, determine the common research requirements and topics in school, identify the mass media that are available in the community, identify the mass media used by the respondents in school for research purposes, determine the students' reasons for using the mass media, identify the most preferred mass media of the respondents for research purposes, and identify the problems encountered by the students in using the mass media for research purposes. Survey questionnaire were floated to gather data from 60 randomly chosen respondents. An interview schedule was also done to clarify and validate their answers.

Majority of the respondents belonged to age bracket 14- 15. Female respondents dominated the group. All of the respondents were single and mostly all of them were Roman Catholic.

The common school research required to the students was book reports. On the other hand, definition of general knowledge, biography of famous people, historical events and trivia were the common research topics being required in their school.

The respondents identified radio, television, newspaper, book and magazine as the mass media in their community. Few respondent mentioned internet as another mass media available. The book ranked number one as the mostly utilized mass media for research because it is available, convenient to use and provides information needed particularly the school textbooks in History, Filipino, English, Science and Mathematics.

The internet and book were the top most preferred mass media for research. The leading problems encountered by the respondents in using the mass media were incomplete information, highly technical and inaccessibility.

It was recommended that the school should add more sources/ materials for research and other educational materials. A library connected with library hub should be established in the school for effective and massive information references. Educational programs in the radio, television and other mass media should be included after school hours.

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INTRODUCTION

Rationale

Mass media is a means of communication aimed for the widest possible audience. They are categorized as print (newspaper, magazines, books), and broadcast media (radio, television). Moreover, as they play important roles in the community, they serve as an instrument utilized for transmitting information to the mass of people in different localities and nations, Aboen (2007).

According to Sauza (2008), as cited by Paulino (2003), mass media are those means of communication that reach and influence large numbers of people, especially newspapers, popular magazines, radio, and television. It is considered as the fourth estate of the society, the fourth branch of the government and the voice and weapon of the people and the society as a whole.

Students can learn not only through the knowledge and information they gain and grasp from the school rather through other means like newspaper, books, radio, television, magazine, and internet depending upon the media which they want to use.

Mass media then can enhance or boost individuals' learning most especially to students. Many students are sometimes failing their other subjects but because they utilize their vacant times in reading newspapers and other printed media and watching educational monies or documentary films, they somehow grasp or acquire knowledge, information and facts that are related to some of their subjects.

In Mabaay National High School- Bansa Annex, students are engaged in many research requirements such as the definition of general knowledge, historical events, term



papers, book reports, reaction papers trivia's and others that require them to confer with different mass media available within their premise.

Mabaay National High School- Bansa annex is the annex school of Mabaay NHS founded in 1999 through the initiative of the Barangay officials, and Parents Teacher Association (PTCA) officials of Bansa Elemenary School. Students are from Barangay Bansa, and some of them are from Sadsadan proper, Napua, and Ambacbac, Monamon Norte, Bauko, Mountain Province.

Thus, it is necessary to assess and evaluate the mass media preference of the students for their research requirements and also to secure insights that can help maximize the use of mass media as an educational tool for the students, hence this study.

Statement of the Problem

This study aimed to know the mass media preference for research requirement of Mabaay NHS- Bansa Annex students, Bauko, MT. Province. Particularly, it answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What are the common research requirements and topics in school?
3. What mass media are available in the community?
4. What mass media do the respondents use in school for research purposes?
5. What are the students' reasons for using the mass media?
6. What is the most preferred mass media of the respondents for research purposes?



7. What are the problems encountered by the students in using the mass media for research purposes?

Objectives of the Study

This study identified the mass media preference for among the students of MNHS- Bansa Annex on their research requirements. Specifically, it aimed to:

1. Determine the socio-demographic profiles of the students;
2. Determine the common research requirements and topics in Mabaay NHS- Bansa annex;
3. Identify the mass media that are available in the community;
4. Identify the mass media that the students are utilizing in school for research purposes;
5. Determine the students' reasons for using the mass media;
6. Determine the most preferred mass media of the respondents for research purposes;
7. Identify the problems encountered by the students in using the mass media for research purposes.

Importance of the Study

The results of the study will be used by the Mabaay NHS- Bansa Annex faculty in designing alternative learning strategies for the students. Also, it could help maximize the usage of mass media as an educational tool for the students.

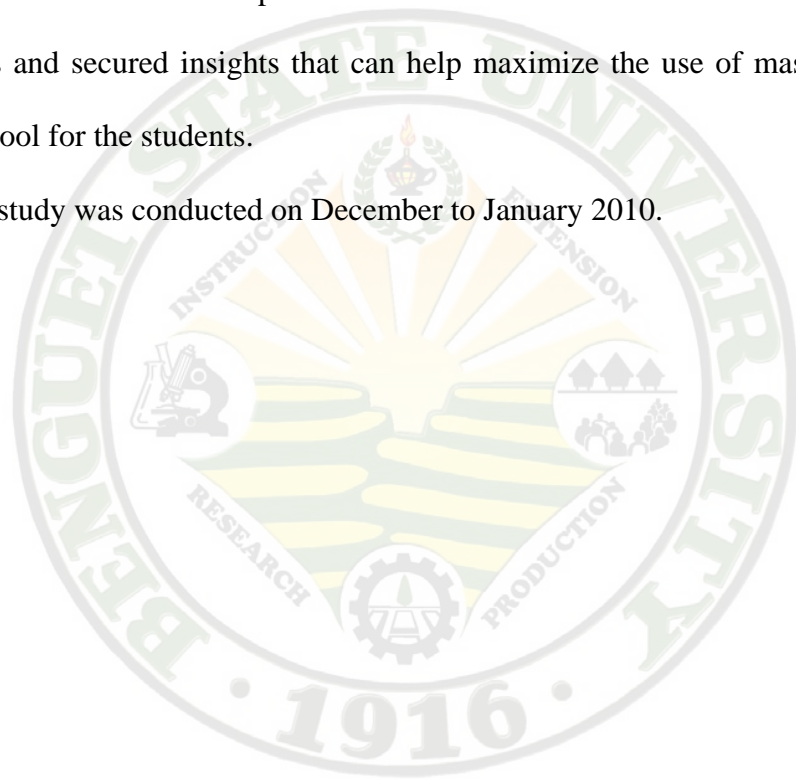


Lastly, it may serve as basis of reference for researchers who have the same interest to conduct an extensive study on mass media and the people.

Scope and Limitation

The study was conducted among 60 students, (15 students per year level), they were chosen from first year to fourth year in Mabaay NHS- Bansa Annex who assessed and evaluated the students' preference of mass media vis-a-vis their research requirements and secured insights that can help maximize the use of mass media as an educational tool for the students.

The study was conducted on December to January 2010.



REVIEW OF LITERATURE

Mass Media

According to Oskamp (1977), as cited by Lomiwes (2007), attested that print media (books, magazine, and newspapers) allow reader to determine the time and place of their exposure and also permit easy re-exposure if desired. Research suggests that print media produce better comprehension and retention of complex material than other media, but this advantage does not hold for simple material.

The broadcast media (radio and television) now reach nearly everyone in the industrialized nations, including groups such as the aged, young children, and people with low education, who are not easily reached by media and who maybe more persuadable. The visual media (television and films) are considered to be uniquely effective because of the word “you are there” immediacy conferred by their visual nature. As a result, they typically receive more complete attention than other media particularly from children.

The media are also unmistakably a part of everyday life in our culture. It has an extensive presence in our society. In addition, the mass media are the most effective means of disseminating information in a short period of time (Grolier Encyclopedia of Knowledge, 2003) as cited by Lomiwes (2007).

In other level, according to De Leon (2001), as cited by Lomiwes (2007), stated that the media keep the country updated with the latest and appropriate communication structures and communication technology prevalent in a globalize world system as useful instrument in developing our economy, society, culture and policies among others.



Mass Media Used by the Students

Sawasi (2008) found out in her study on Mass media habits of Atok NHS- annex students that they used three or more mass media where book was the number one used by all of the students. He also noted that some books they used contained different stories, inventions and other information related to their topics or lessons in school.

In the study of Bugtong (2007), the leading mass media mostly used by Benguet State University students were books, radio and television.

Anno (2003) revealed that radio was the common mass media channel used by the respondents in her study listenership of Radyo Natin FM Buguias in the three Barangays of Mankayan, Benguet.

Moreover, radio was still the number one mass media used by the respondents in her study on Mass media habits of the farmers of Barangay Dalipey, Bakun and in Barangay Poblacion, Kibungan, Benguet (Aboen, 2007).

Reasons for Using Mass Media

Radio. Libag (2003) stated that the leading reasons for using the radio programs are: it informs (91.11%) and it entertains (88.88%). Almost 19% claimed that they just listen to learn songs. It also serve as reminders and enable them to control their temper and because they could not sleep.

A study of Paulino (2003), most of his respondents in Palina, Kibungan, Benguet (4%) listen to the radio because it provides current vegetable prices. As justified in the study, this is important for them because most of them are vegetable growers. Other



reasons for listening are: it gives information, it increases knowledge, it informs on current issues, and it provides entertainment and relaxation.

In the findings of Pocdo (2003) 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 (86%); it helps to increase productivity (56%) and topics are new (10%).

The ability of radio to contribute to National Development is attributed partly to the fact that people prefer over mass media as it fulfills certain psychological needs and also because radio listening is easier than reading or viewing movies or television. (Jamias, 1975) as cited by Palubos (2004).

Television. According to Arboleda (1993), as cited by Sawasi (2008), TV brings the family in the home for entertainment. It was also found out that it is the most effective way to reduce boredom due to its informative and entertaining programs.

Magusara (1987), as cited by Pongdad (2006) also found out that for the different high school in Baguio City, television is already a part of their everyday life despite the fact that there are lots of work in school. They felt they deserve a “reward” in the form of relaxing hours of TV viewing. Moreover, they showed that TV is an important medium for the audiences. Females watched TV operas more frequently than the males. This showed that women are fond of dramas especially if the main character is their favorite. Males also watched TV to be able to obtain the lessons about life that they could apply in their everyday activities.

Newspaper. Cheren (2008) found out that 61.25% respondents in Bontoc residence, who read the Mountain Province Monitor, were not reading all of its contents



because as they say, some articles were not interesting. The types of articles that they read most were the following: news articles, new- features and columns. They revealed that they read the said articles for the reasons that the topic were educational (67.50%), interesting (56.25%); and to verify whether the information they heard from others were true (1.25%).

According to Pongdad (2006), her respondents access the net when there are assignments or research work to complete the school requirements.

Anno (2003) found out in her study that broadcast, print and educational media were used by her respondents in Mankayan to be informed and to be entertained.

Media Preference

The findings of Sison (2009) indicated that students in BSU claimed that they preferred television as their source of news.

Sawasi (2008), also stated in her study that most of the respondents on Atok National High School- Annex preferred television (45%), followed by book (28.33%) and radio (25%). Only one of them preferred newspaper. The respondents' main reasons for preferring television were: it can be viewed and it is available at their home; book, it is helpful in their studies; radio, available at their home; and newspaper, it is easy to understand.

Information Acquired from Mass Media

According to Siado (1982), radio programs have provided not only the students but also the community, a vital medium for information and self- development ranging



from profitable framing techniques of wise utilization of agricultural and financial resources to nutrition and health guidance topics. An hourly public service are also aired daily for the benefit of the community where important topics like family planning, community involvement, peace and order, the direction of the governments' developmental thrusts, the problems facing the nation as well as the on-going achievements of the government are being discussed with the help of the Barangay leaders.

Allan (2007) showed that all respondents in Poblacion, Kibungan, Benguet listened to the radio to get information on agriculture on current vegetable prices, farming practices, health and nutrition and kitchen tips.

Anno (2003) also stated that majority (64.06%) of the respondents in her study on the Listenership of Radyo Natin Buguias in the three Barangays of Mankayan, Benguet 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 diseases; 30.67% of agriculture specially farming tips, swine production and current issues.

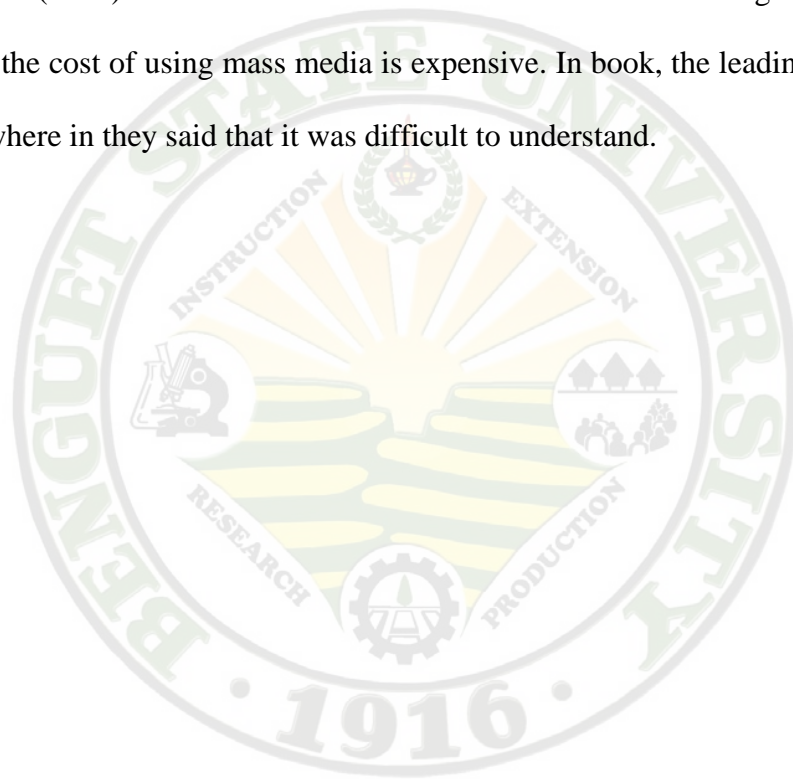
Forty- four percent (44%) of the respondents acquired information from print media which are poster, leaflets, and newspaper. As stated by some of the respondents in Barangay Tawang, Alno, Alapang, and Ambiong, they saw and read the campaign poster and leaflets of Solid Waste Management program in their respective Barangay hall and some stores in the area (Tayaban, 2009).



Problems Encountered in Using Mass Media

The socio-economic status of the family affects the individuals' attitudes and interest even in the choice of media and other television programs. Also in the same study according to David (1980) as cited by Lomiwes (2007), individual with high economic status have wider range of choice but those belong to lower economic status have limited choices.

Sawasi (2008) also stated that students in Atok National High School-Annex claimed that the cost of using mass media is expensive. In book, the leading problem was its content, where in they said that it was difficult to understand.



METHODOLOGY

Locale and Time of the Study

The study was conducted at Mabaay NHS- Bansa Annex, Barangay Bansa, Bauko, Mountain Province with 148 students enrolled for the school year 2009-2010.

The school is located at the eastern part of the town with the land area of 1, 185 square meters (Fig.1). It is 1.5 kilometers away from the Halsema highway and is five kilometers away from the main school. Besides, it is approximately two hours travel using cars and jeep before reaching Bontoc Mountain Province.

The enrollees of Mabaay NHS- Bansa Annex came from nearby Elementary School like Bansa Elementay School, Sadsadan Trail Elementary School, Napua Elementary School and Ambabac Elementary School.

This study was conducted from December to January 2010.

Respondents of the Study

The respondents of the study were 60 students enrolled at Mabaay NHS-Bansa Annex in the school year 2009- 2010. Fifteen (15) students per year level were randomly chosen.

Data Collection

The data was collected through survey questionnaire. An interview was done to validate or to clarify the answers.





Figure1. Showing the locale of the study



Data Gathered

The data gathered include:

1. the characteristics of the students;
2. the common research requirements and topics in Mabaay NHS- Bansa annex;
3. the mass media that are available in the community;
4. mass media used by the students for research purposes;
5. reasons for using the mass media;
6. preferred mass media by the students for research purposes; and
7. problems encountered using the mass media.

Data Analysis

The data collected was consolidated, tabulated and analyzed using frequency and percentage.

Definition of Terms

Book. The study considered book not merely an instructional material, rather a mass media since it includes the generally circulating references that are accessed by the any individual of different status in the book stands. These include recipe books, fictions, instructional books and more.

Preference. The study defines preference as the ideal choice of a thing regardless of its availability and accessibility.



RESULTS AND DISCUSSION

Socio- demographic Profile of MNHS- Bansa Annex Students

There were sixty respondents of the study where 15 students each from 1st to 4th year levels were randomly chosen.

Table 1 shows the socio- demographic profile of Mabaay NHS- Bansa Annex students. Shown in Table 1, majority (32 or 53.33%) belonged to age bracket 14- 15 and followed by 12- 13 years old (23.33%). The youngest respondent was 12 years old while the oldest was 19.

There were more female respondents than males in the study. Majority of them were single.

As to religion, 33 or 55% of the respondents were Roman Catholic while the others belong to Assembly of God, Lutheran, Anglican, Baptist and Jehova's Witnesses.

As to parents' occupation, most of them were wage earner such as carpenters, farmer- laborers, road constructors, harvest transporters and others.

This implies that students of Mabaay NHS- Bansa Annex were in the proper age for high school students. Moreover, they were affiliated with different religious sects that were in-lined with the Christian faith.



Table 1. Socio- demographic profile of MNHS- Bansa Annex students

PROFILE	FREQUENCY	PERCENTAGE
Age		
12-13	14	23.33
14-15	32	53.33
16-17	11	18.33
18-19	3	5.00
TOTAL	60	100
Sex		
Female	38	63.33
Male	22	36.67
TOTAL	60	100
Religion		
Roman Catholic	33	55.00
Assembly of God	11	18.33
Lutheran	7	11.67
Anglican	4	6.67
Baptist	3	5.00
Jehova's Witnesses	2	3.33
TOTAL	60	100
Parent's Occupation		
Wage Earner	32	53.33
Farmer	28	46.67
TOTAL	60	100



Common Research Requirements

Table 2 shows the common research requirements of the students in Mabaay NHS- Bansa Annex. These include the reaction papers, book reports, and term papers.

More than half (48 or 80%) of the students indicated book reports as the mostly required research assignment by their teachers because as they said, their teachers want them to be trained and enhanced their skills in reading, understanding and analyzing topics that were given to them. Some added that the book reporting is purposely to expose them to talk and have confidence in speaking in front of many people. Ms. Balbina D. Baguitan, the Teacher In- Charge of the school, added that they want their students to be trained in speaking Tagalog or English language since they observed as the weakness of their students. She explained that their students were ashamed to communicate with visitors especially if they spoke Tagalog or English.

Reaction paper and term paper were the least required research. Ms. Baguitan and her co-faculty explained that they require their students to do reaction papers and term papers depending on the topics they have discussed if it requires written analysis or feedback among the students.

Table 2. Common research requirements in Mabaay NHS- Bansa Annex

RESEARCH REQUIREMENTS	FREQUENCY	PERCENTAGE
Book reports	48	80.00
Reaction paper	28	46.67
Term papers	20	33.33

*multiple response



Common Research Topics

Common research topics are presented in Table 3. Results show that all of the respondents specified definition of general knowledge as the mostly required research topic by their teachers. According to the respondents, the topics being required to them depends on the various subjects they were taking. The definition of terms which they always researched were mostly taken from their Science, English, Math and T.L.E subjects such as the definition of science, noun, pronoun, formulas, and others.

The next three leading research topics were historical events, 46 or 76.67%, biography of famous people (70%) and current events (68.33%).

Trivia was the least required research topics with the frequency of 38 or 63.33%. As said by the respondents, this was required only in their science subject like the trivia of the different inventions and contributions around the world along with their usage and importance.

Table 3. Common research topics in Mabaay NHS- Bansa Annex

RESEARCH TOPICS	FREQUENCY	PERCENTAGE
Definition of General Knowledge	60	100.00
Historical Events	46	76.67
Biography of Famous People	42	70.00
Current Events	41	68.33
Trivia	38	63.33

*multiple response



Available Mass Media

Table 4 shows the mass media that were available in the community. The respondents used different mass media that were available in school and in the community. These were categorized as broadcast, print and electronic media (Table 4).

Results show that the mass media such as books, television, radio, newspaper, magazines, and internet are still currently available in their place. The three leading mass media that were available in the community were books, television and radio with the frequency of 60 or 100 %. These were preceded by the newspaper in the frequency of 52 or 87 % and followed by the magazine (37 or 61.67%). This implies that books was the only leading available print media in their community.

The internet was the least identified available mass media in the community since, according to the respondents, only those who can afford to buy, were the ones who acquired broadband or smart bro connections of internet in their homes. Also, there were no internet shops in the community. This is due to the fact that the internet coverage in the area is very slow. The nearest internet shop is located in Abatan, Bugiuas, Benguet which is an hour away of travel. This was supported by the finding of Sawasi (2008) that internet was least used by the students in Atok National High School due to the absence of internet connection in their community.



Table 4. Available mass media in the school and in the community

MASS MEDIA	FREQUENCY	PERCENTAGE
<i>Broadcast</i>		
Television	60	100.00
Radio	60	100.00
<i>Print</i>		
Books	60	100.00
Newspaper	52	87.00
Magazine	37	61.67
<i>Electronic</i>		
Internet	19	31.67

*multiple response

Mass Media Used by Students

Table 5 shows the mass media usage among the respondents. The highest of which is the book as indicated by all the students. Mostly, the books used for research requirements were the textbooks of the different subjects in every year levels like English with 38.33% of usage; Science with 33.33%; History with 30% utilization and the least used were Filipino and Math textbooks with the percentage of 30. The specified books were mostly the reference of the students in their research on definition of general knowledge, biography of famous people, historical events, and trivia for them to complete their book reports, reaction papers and term papers. Aside from the school textbooks, other educational materials such as dictionary, world almanac, encyclopedia,



atlas and brochure were also used by the respondents for research purposes.

Table 5. Mass media used by the students for research purposes

MASS MEDIA	FREQUENCY	PERCENTAGE
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Books	(60)	(100)
English	23	38.33
Science	20	33.33
History	19	31.67
Filipino	18	30.00
Math	18	30.00
Television	(53)	(88.33)
ABS- CBN (channel 3)	22	41.50
GMA7	16	30.18
QTV (channel 11)	12	22.64
ABC5	7	13.20
Radio	(35)	(58.33)
DWFR Radyo ng Bayan, Bontoc	25	71.42
DZWT Mt. Prov. Broadcasting Corp.	22	62.85
DZMM Manila	17	48.57
Newspaper	(35)	(58.33)
Baguio Midland Courier	22	62.85
Philippine Daily Inquirer	7	20.00
Manila Bulletin	5	14.28
Zigzag Weekly	4	11.42
Mountain Province Monitor	2	5.71
Phil. Star	1	2.85
Magazine	(4)	(7.00)
Liwayway	1	2.85
Internet	(2)	(5.71)

Next to book, the television ranked second as the most utilized media for research requirements (88.33%). Most of the respondents who accessed television watched



Channel 3 or ABS- CBN with the percentage of 41.50% and followed by GMA 7 with the percentage of 30.18. The respondents said that they accessed the two TV channels for them to be informed and to be entertained particularly on public service announcement such as weather conditions; crimes; politics and showbiz as well. This is because their teachers required them to be updated on current events. The result was analogous with the findings of Sawasi (2007) that the leading information acquired by the students of Atok NHS- Annex was on crimes, politics, public service announcements and weather condition.

The respondents commented that the signal of ABC5 channel was on and off. This is the primary reason why the channel was least accessed. Moreover, necessary educational programs being aired such as the “Talentadong Pinoy,” compete with the programs in other TV channels.

Both radio and newspaper ranked third as the most utilized media by more than half of the respondents for their research purposes with 58.33 % of usage. For radio, 71.42% of the respondents who tuned in to the medium listened to DWFR, Radyo ng Bayan-Bontoc, as they said; the signal was clear since it was the nearest radio station in their locality. Moreover, the topics being aired were related to their community that is why they understand and relate on the issues discussed. Mostly, the information they acquired from the station were issues on politics, crimes, and vegetable prices.

This was preceded by DZWT Mt. Prov. Broadcasting Corporation with 62.85% respondents. The rest listened to DZMM-Manila with only 48.57%. The respondents who claimed to listen in DZMM- Manila reasoned that the station aired pleasing music. However, they cannot understand the lyrics of the songs aired because it was not clear



since the transmitter cannot reach the area.

On the other hand, Baguio Midland Courier was also utilized by the respondents with the frequency of 22 or 62.85%. Other newspaper such as Philippine Daily Inquirer, Manila Bulletin, ZigZag Weekly, Mountain Province Monitor and Philippine Star were also accessed by few of the respondents. They read the identified newspapers for them to gain some knowledge or idea on the researches, trivia, inventions, and to be aware on what was happening in the country and in their community as well. These was supported in the findings of Bugtong (2007) that the main reasons of BSU students in using broadcast and print media were to be informed and to be entertained.

Among the mass media that were least utilized for research requirements were the magazine (7%) and internet with the percentage of 5.71.

The discussion above implies that the respondents used the mass media for them to be informed and entertained aside from getting information for their research requirements.

The findings were similar with the study of Bugtong (2007) wherein the leading mostly used mass media by the BSU students were radio, book and television.

Reasons for Using Mass Media

Reasons for using the mass media are presented in Table 6. The leading reason for using the mass media were due to is availability, accessibility and convenience in using them.

The book belongs to the top three used mass media since all of the respondents agreed to its availability and convenience in using. Fifty percent of the respondents



Table 6. Mabaay NHS- Bansa Annex students' reasons for using mass media

MASS MEDIA	REASONS							
	Available		Accessible		Provides Info. Needed		Easy to Use	
	No.	%	No.	%	No.	%	No.	%
Books	60	100.00	26	43.33	30	50.00	60	100.00
Television	60	100.00	60	100.00	24	40.00	60	100.00
Radio	60	100.00	60	100.00	17	28.33	60	100.00
Newspaper	52	86.67	14	23.33	25	41.67	52	86.67
Magazines	37	61.67	4	6.67	4	6.67	4	6.67
Internet	19	31.67	2	3.33	2	3.33	2	3.33



agreed that the book as a mass media used for their research requirements provide the information they need. They said so because most of the research requirements or assignments given by their teachers were taken from their curricular textbooks, and most of the time they were given surprise quizzes by their teachers so they have to read in advance. However, less than half or 43.33% of the respondents agreed in terms of the accessibility of the book. Although the respondents highly rated the book in terms of its availability, they did not necessarily agreed to its accessibility, since according to them, the number of the books was not enough for the number of the students.

The television and radio as the second and third highly used mass media gained perfect ratings in terms of their availability, accessibility and convenience in using. All the respondents noted that they easily accessed the two mass media since most of the respondents have them at home. Despite that, the respondents agreed that the specified media did not provide most of the information they needed for their research. The fourth ranked used mass media was the newspaper. Most of the respondents approved its availability and convenience of usage. However, few respondents agreed that the media is accessible and it could provide the information they need.

The two least used mass media were the magazine and internet, respectively. The respondents said that they were available but less than half of the respondents rated them low. For magazine, it was noted by the respondents that they use the print media for other school requirements such as the flower vase and other decorative purposes.

The internet was ranked last because only few respondents accessed it and only when they go to Abatan, Benguet. The place is the nearest town in the area that takes one hour travel where an internet shop was found.



Result show that only books can provide the information needed. This implies that the available and accessible mass media in the community of the respondents did not provide all the information they needed.

This supports the study of Pongdad (2006) that her respondents access the internet to complete the school requirements rather than using the other media that were available in the community.

Preferred Mass Media

The preferred mass media for research purposes among the students are shown in Table 7. The respondents did not necessarily use the mass media as shown in the table but in accordance to which they think could give them efficient answers or write-ups for school research purposes.

The highest ranked mass media were the book and internet. All of the respondents agreed that the specified mass media could give them the information they need and were convenient to use. For book, it was preferred since it is available in their school but only few among the respondents agreed on its accessibility and provide information they needed. This means that books were available but not necessarily accessed by all of the respondents.

On the other hand, all of the respondents knew that the internet is convenient to use and could provide all the information they needed for their research requirements but it is not available in the community or they cannot access it in general. In addition, most of the third and fourth year students reasoned out that they preferred to use the internet in

Table 7. Preferred mass media of the students of Mabaay NHS- Bansa Annex for research purposes



MASS MEDIA	RANK
Books	1.5
Internet	1.5
Television	3.0
Radio	4.0
Newspaper	5.0
Magazines	6.0

preparation for college which requires computer literacy to be able to catch up with the college requirements and projects.

Television ranked third as the most preferred media for research requirements. All of the respondents preferred the medium because of both its availability and accessibility. Moreover, all of the respondents also agreed that the medium is easy to use since it was audiovisual. However, the respondents said that the medium did not provide all the information needed in their research. This implies that the respondents preferred television for their research requirement since it was the medium which they could all access due to its availability but they were aware that it could not give most of the information they would need for their research.

Next to television is the radio. Similar with television, all respondents agreed that the media was convenient to use because according to them, the medium was localized, available and accessible. These were the primary reasons of preference among the respondents since only few among them agreed that it could provide the information they need.

Newspaper and magazine ranked 5th and 6th, respectively. The respondents accessed the medium since it was available and convenient to use. However, some respondents mentioned



that there was limited distribution of the said medium around their community which is why they do not use them.

Magazine was rated low by the respondents since according to them; it is not accessible, not convenient in usage and lacks information needed for the purpose of research. This implies that the educational type of magazine was not available in the community.

The finding shows that the preferred media among the students are rarely available in their community and they accessed the television and radio since these were the medium they could access. This corroborates the finding of Sawasi (2008) that Atok National High School-Annex students' main reasons for preferring television were: it can be viewed and it is available at their home; book, it is helpful in their studies; radio, available at their home; and newspaper, it is easy to understand.

Problems Encountered when Using Mass Media

Problems encountered in using the mass media are presented in Table 8.

The problems encountered in using the book were incomplete information and limited number of the media supplied for school use. According to the respondents, the books they use for their research did not contain all the facts which they need. Moreover, they cannot look in other references since there is limited number of books in their school. This leaves other students with nothing to borrow for homework purposes.

Table 8. Problems encountered by Mabaay NHS- Bansa Annex students when using mass media

Mass Media	Problems
Books	Incomplete Information Limited in number
Television	Incomplete information



	Highly Technical
	Low signal of other channels
	Unrepeated information
Radio	Incomplete information
	Highly technical
	Unrepeated information
Newspaper	Incomplete information
Magazine	Incomplete information
	Highly Technical
Internet	Not available
	Limited knowledge

The television and radio have the same problems encountered in their usage. Among the specified problems are incomplete information, highly technical, low signal of other channels and unrepeated information. The respondents mentioned that the two mass media is inefficient since most of the aired information is not needed in their research. Moreover, most of the respondents said that they cannot understand some of the topics discussed. Also, some respondents misquoted some of the information aired since it is only flashed/aired once.

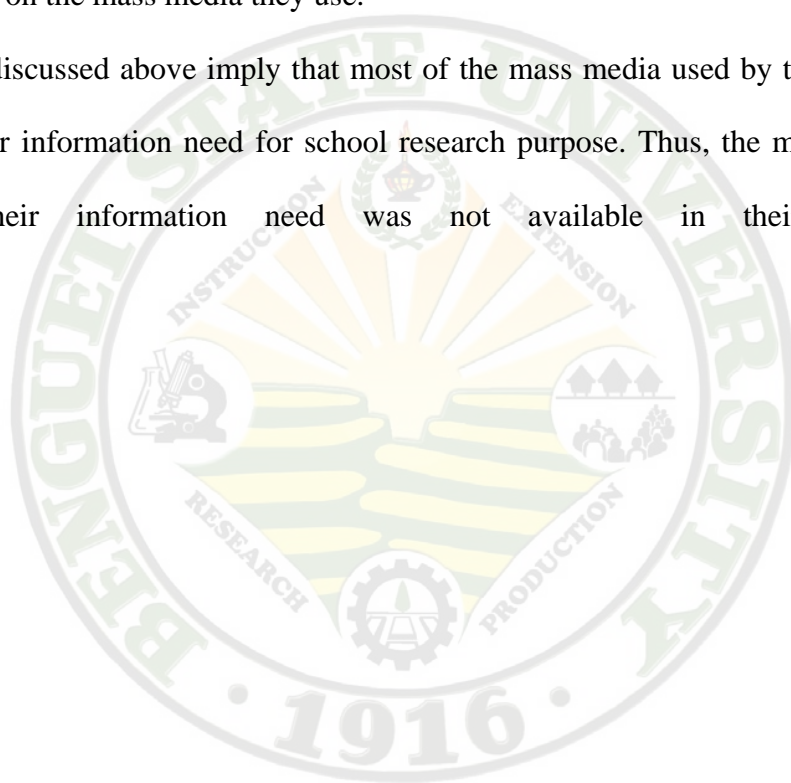
On the other side, incomplete information was the problem being encountered by the respondents who used the newspaper and magazine. According to the respondents, the research being required to them were not associated to the information the two media provide. Some also reasoned out that the two media was rarely available in the area.



For the internet, although it was preferred by most of the respondents, the problem as stated by them is due to its unavailability within their community. They also said that they have limited knowledge in using the internet. The few respondents who rarely accessed the medium went to the nearby towns where internet shops were available.

The problems in using the mass media being identified shows that these were encountered by all of the respondents. It also shows that the respondents encountered various problems depending on the mass media they use.

The results discussed above imply that most of the mass media used by the respondents did not provide their information need for school research purpose. Thus, the mass media that could provide their information need was not available in their community



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was generally conducted to determine the mass media preference for research requirements among the students of Mabaay National High School- Bansa Annex, Bauko, Mt. Province. The study was conducted on January to February 2010.

Specifically, the study aimed to determine the socio-demographic profile of the students, specified the common research requirements and topics in school, identified the mass media that are available in the community, identified the mass media used by the respondents in school for research purposes, determined the students' reasons for using the mass media, identified the most preferred mass media of the respondents for research purposes and, identified the problems encountered by the students in using the mass media for research purposes.

Survey questionnaires were floated to gather data from the respondents. Fifteen (15) students per year level were randomly chosen which composed the 60 respondents who are students of Mabaay NHS-Bansa Annex in the school year 2009- 2010. An interview schedule also was done to clarify and validate the answers.

Majority of the respondents belonged to age range 14-15. Female respondents dominated the group. Their leading religious affiliation is Roman Catholic. All of the respondents were single and most of their parents were wage earner such as carpenters, farmer- laborers, road constructor, harvest transporters and others.

The common school research required for the students was book reports. The topics required for research were definition of general knowledge, biography of famous



people, historical events, book reports, current events and trivia. These are followed by reaction paper and term paper as the least mentioned.

The respondents identified the mass media available in their community like radio, television, newspaper, book and magazine. Few respondent mentioned internet as another mass media available in their community.

The most utilized mass media for research purposes among the respondents was the book particularly the school textbooks in History, Filipino, English, Science and Mathematics. Other educational material such as the World Almanac, Encyclopedia, Dictionary and Atlas were added by the respondents among the mass media they used.

The book ranked number one as the most used mass media because it is available, convenient to use and it provide the information needed for the research. However, only few among the respondents agreed that it is accessible. The television and radio were rated third and fourth because they were available, accessible and convenient to use. Although, most respondents did not agree that they provide the information needed. The newspaper and magazine ranked fourth and fifth because they are available, accessible but do not provide the information needed. The internet was least ranked because it was primarily unavailable.

The respondents' top preference of mass media for their research requirements are the internet and book. The internet is preferred because it provides the information needed, convenient to use, accessible and their orientation would prepare them to college but it is not available. The book is preferred since it provides information needed, convenient to use and, available but not accessible. The television and radio comes next in the ranking because they are available, accessible, convenient to use but do not



necessarily provide all the information needed. The magazine and newspaper ranked fourth and fifth since they are available, accessible, convenient to use but do not provide information that are needed.

The problems encountered in the mass media usage among the respondents vary in every mass media they used. Incomplete information is the problems encountered from the books because of its few number, so many students cannot borrow it for home use. The radio and television also provides incomplete information, some topics are highly technical and expensive for current costing. The magazine, internet were least ranked respectively since they are unavailable. Thus, incomplete information is the leading problem encountered in using the mass media. Other respondents added that though they were available but it is not necessarily accessible.

Conclusions

Based on the findings derived from the study, the following were concluded:

1. The most common school research required to the students was book reports. On the other hand, they were also tasked to do research topics on definition of general knowledge, historical events, current events and trivia.
2. There were different mass media available in the community.
3. The books specifically their textbooks was the most used mass media.
4. The common reasons why students use the different mass media were availability and convenience in using.
5. The most preferred mass media for research requirements were internet and books.



6. Incomplete information and highly technical were the common problems for using the different mass media.

Recommendations

Based on the conclusion, the following recommendations were derived:

1. The school should add more sources/ materials for research purposes.
2. A library connected with the library hub should be established in Mabaay National High School- Bansa Annex for efficient reference on the learning requirements of all the students.
3. Computer laboratory with internet connection should be established in the school for effective and massive information reference among the students.
4. Educational programs/page in the radio, television and other mass media should be included after school hours for students to access them.



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APPENDIX A

Letter to the Principal

Benguet State University
COLLEGE OF AGRICULTURE
Department of Development Communication



BALBINA D. BAGITAN

Teacher In-charge

Mabaay NHS-Bansa Annex

Bansa, Bauko, Mt. Province

Date

Madam:

Good day!

I am Crisante K. Rosario, a Bachelor of Science in Development Communication student of Benguet State University.

I am conducting my thesis titled, "Mass Media References for Research Requirements among the Students of Mabaay NHS-Bansa Annex."

To make this possible, may I ask for your approval for me to conduct my study in your school? I will be choosing a total of sixty (60) students (fifteen students per year level) as my respondents. The students will be asked to answer the survey questionnaire that is needed in my study.

The study is designed to help us determine the mass media preferences of the students that are available within our locality for their research requirements. This will help identify the necessary medium that will improve the quality of education in our school

Thank you and I look forward for your positive response.

God Bless!

Sincerely yours,

CRISANTE K. ROSARIO
Student

Noted:

ANNA LIZA B. WAKAT
Adviser



APPENDIX B

Letter to the Respondents



Benguet State University
COLLEGE OF AGRICULTURE
Department of Development Communication



MASS MEDIA PREFERENCES FOR RESEARCH REQUIREMENTS AMONG THE STUDENTS OF MABAAY NHS- BANSA ANNEX

Dear Respondents,

I am Crisante K. Rosario, a Development Communication student of Benguet State University. I am currently conducting my research study on “mass media preferences for research requirements among the students of mabaay nhs- bansa annex”.

To make this possible, I am requesting for your full participation by answering the needed information from the questionnaire that will be given to the chosen respondents.

The study is designed to help us determine the mass media preferences of the students that are available within our locality for their research requirements. Besides, this will help identify the necessary medium that will improve the quality of education in our school.

Thank you and I look forward for your positive response.

God Bless!

Truly yours,

CRISANTE K. ROSARIO
Researcher

Noted:

ANNA LIZA B. WAKAT
Adviser



APPENDIX C

Survey Questionnaire

MASS MEDIA PREFERENCE FOR RESEARCH REQUIREMENTS AMONG STUDENTS OF MABAAY NHS- BANSAN ANNEX

I. Socio- demographic profile

Name: _____ Year Level: _____
Age: _____ Religion: _____
Sex: _____ Occupation of parents: _____
Civil status: _____

II. What are the common research requirements in your school?

_____ Definition of general knowledge
_____ Trivia
_____ Current events
_____ Reaction papers
_____ Biography of famous people
_____ Historical events
_____ Book reports
_____ Term papers
Others, pls. specify _____

III. What Mass Media materials are available in the community?

_____ Radio
_____ Television
_____ Newspaper
_____ Books
_____ Magazines
_____ Internet
Others pls. specify: _____

IV. What Mass Media materials do you use for research purposes?

_____ Radio, in what station? _____
_____ Television, in what channel? _____
_____ Newspapers, in what newspaper? _____
_____ Books, in what book? _____
_____ Magazines, in what magazine? _____
_____ Internet, in what site? _____
Others pls. specify: _____



V. What are your reasons in using the Mass Media for research purposes?

Mass Media	Available	Accessible	Provides information needed	Convenient to use	Others, pls. specify
Radio					
Television					
Newspaper					
Books					
Magazines					
Internet					
Others, pls. specify					

VI. What Mass Media do you prefer for research purposes? *Please rank the mass media according to your preference (rank from 1 to 5 from the most to the least preferred)*

Rank	Mass Media	Available	Accessible	Provides information needed	Convenient to use	Others, pls. specify
	Radio					
	Television					
	Newspaper					
	Books					
	Magazines					
	Internet					
	Others, pls. specify					



VII. What problems did you encounter in using the Mass Media for research purposes?

Mass Media	Not available	Expensive	Highly technical	Incomplete Information	Others, pls. specify
Radio					
Television					
Newspaper					
Books					
Magazines					
Internet					
Others, pls. specify					

