BIBLIOGRAPHY

BALEGAN, GLORY C. APRIL 2012. Content Analysis of BSU On the Air Listeners' Feedback Through Text Messages. Benguet State University. La Trinidad, Benguet.

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ABSTRACT

This study on the Content Analysis of BSU on the Air Listeners' Text Messages analyzed the text messages of the listener-texters to the program. It determined the frequency of the messages in a day and classified these text messages. It also determined the languages used in the text messages, analyzed the treatment of the messages and compiled the text messages.

Content analysis was used in gathering the information from the one year compilation which was the subject of the study from January to December 2011. The contents were analyzed and identified accordingly thru coding sheets. The study was conducted from December 2011 to March 2012. The data gathered were analyzed, tallied and interpreted using descriptive statistics such as frequency counts, percentage and ranking.

The subject of the study was the one year (January to December 2011) text messages compilation of the BSU on the Air program, an extension program of the Benguet State University. The anchorman of the program has received 1,343 program-related text messages from 1,343 cell phone numbers as well as of the follow-ups of the listener-texters

whole year round. There were 64 hours and 45 minutes completed in the 259 AM airtime slots (15 minutes each) for the whole year from Monday to Saturday every week.

The frequency of SMS received ranges from two to five in a day. The range varies due to the fact that there were different ranges of text messages being received in a month or in a day. The different classification of the text messages were as follows: General Agriculture, Religion and Values, BSU concerns, Employment opportunities, Environmental concerns, Health, Acknowledgement, Appreciation and Encouragement, Public Service announcements (PSA), Combination and Others. Majority of the text messages were about General Agriculture. Majority of the text messages received were multilingual and were asking questions.

Based on the findings of the study, conclusions were derived wherein listeners of radio program actively participate in agriculture discussions through text messages; radio program hosts receive text messages regarding the program from listeners as long as the line of communication is open; most of the text messages sent to radio programs were asking questions on agriculture-related topics; text messages sent to agricultural radio programs were constructed using multi-language; and text messages received were a combination of asking questions, giving information, making comments, and giving suggestions.

INTRODUCTION

Rationale

Radio is the most widely used medium for disseminating information for rural households in the Cordillera Region and the adjoining municipalities of Regions 1 and 2. The distance of areas from the major centers and the geography are factors that make it difficult for development institutions to reach out these communities.

Hence, a radio program was created by Benguet State University as one of the means to extend updates on agricultural related information and disseminate commercially viable technologies to all sectors of the society. BSU on the Air started on January 14, 1977 as 'Mannalon: Namnama ti Pagilian' (Farmers: The Hope of the Nation) over the radio station DZWT of the Mountain Province Broadcasting Corporation. The station served as an instrument in making the delivery of the BSU radio program possible since it provided the University's airtime at much lesser cost with its wide area coverage.

The wide acceptance of the BSU's radio program was the primary reason for continuing the activity. The program carried its new name as 'BSU Agri-School on the Air'. This promoted the University in terms of the services the communities can avail of. It facilitated where to direct queries from the listeners. The program contract is renewed every year between approval of the Benguet State University and the management of DZWT Radio Station. When the University solely financed the radio program, having to deal with the meager resources of the University, airtime is reduced from five times a week to three times a week (Mon-Wed-Fri) at 5:20 A.M. to 5:30 A.M. Though the program is only ten minutes, agricultural technologies and other related issues in the region such as environment, health, values and education are disseminated in time. The program has been

very helpful in the identification of topics for techno guide development. Now, the program is aired fifteen minutes at 5:45 to 6:00 AM from Monday to Friday (Kudan, 2011).

As a breakthrough in the latest trends in communication technology, text messaging was popularized. Text messaging, also known as short message service (SMS) is the exchange of brief written messages between mobile phones over a network or a wireless handset cellular phone. It also includes a short message of up to 160 characters (Harpreet, 2011).

Today, almost all people are using cellular phones since it is a common communication medium. It serves not just a mere medium to send and receive information but also serves as a medium for feedback and active participation in any interactive radio programs like the BSU on the Air.

The advent of cellular phone made possible the interaction or involvement between radio and the listeners. It served as channels for them to express their opinions towards a certain type of program. In Cordillera, people are actively participating in radio programs may it be in the AM and FM stations like Bombo Radio and DZWT. Many radio programs offer opportunities for listeners to express themselves. And one of the agricultural programs of BSU on DZWT which is the BSU on the Air is an example of an interactive radio program that is vigorously participated by our farmers.

With the breakthrough in communication where mobile phones are common to most farmers in the region, the program and anchorperson, Silvestre L. Kudan, received 22,200 text messages from October 2005 to January 2011, which were answered mostly trough the radio program using the common dialect in the region. These text messages are logged for reference for future broadcast topics. These include questions, greetings,

comments and suggestions from various listeners. Listeners also sent text-messaging load to the anchorperson to make sure that their queries will be answered (BSU on the Air, Then and Now, 2011).

Our farmers today are more empowered through various agricultural radio programs like BSU on the Air that helps them improve their farming ways. Since the anchorman of the program receives and compiles the queries, comments and suggestions of listeners through text messages, it is therefore important to study this information through content analysis. In addition is to study the potential of text messaging as a communication medium between the farmer and the program host.

Statement of the Problem

The study aimed to analyze the content of the text messages sent by listeners to the BSU on the Air program.

Specifically, the study answered to the following questions:

1. What was the number of the messages received in a day?
2. What were the classifications of the text messages sent by the listeners?
3. What were the languages used in the text messages?
4. How was the text messages treated in terms of the nature of messages?

Objectives of the Study

The general objective of the study was to analyze the content of the text messages sent by listeners to BSU on the Air program.

Specifically, it was able to:

1. Determine the number of the messages received in a day;
2. Classify the text messages sent by the listeners;
3. Determine the languages used in the text messages; and
4. Determine the text messages treatment in terms of the nature of messages.
5. Compile the text messages received in the program.

Importance of the Study

The results of the study may serve as a reference material for the program BSU on the Air to determine its impact basing from the participation of listeners through their feedback messages. In addition, the comments and suggestions will help the program improve. It may also help the anchorman to improve his strategies in answering the text messages of listeners.

It may also serve as reference for other radio stations offering agricultural programs to strengthen their programs.

Lastly, for the Development Communication students to conduct more extensive studies concerning BSU on the Air or other agricultural programs aired on radio.

Scope and Limitation of the Study

The research focused on the content of the text messages sent by the listeners of BSU on the Air program. It analyzed the text messages in terms of classifications of the text messages sent by the listeners, languages used in the text messages, and text messages treatment. The study was limited only on the text messages compilations from January to December 2011 sent by the program listeners.

REVIEW OF LITERATURE

Content Analysis Defined

Content analysis is a research technique for the objective, systematic, and qualitative description of the manifest content of communication. The simplest type of evaluation consequently consists of counting the numbers of occurrences per category (assuming there is a relationship between frequency of content and meaning). The object of content analysis can basically be any kind of recorded communication, i.e. transcripts of interviews/discourses, protocols of observation, video tapes, and written documents in general (Behrendt, 2008). Simply, Kohlbacher (2005) states that content analysis can be defined as "the study of recorded human communications". It can also be used as a powerful research tool to determine, from the content of the message, sound inferences concerning the attitudes of the speaker or writer. It has been usefully employed as a descriptor of diverse research techniques used for systematically collecting, analyzing and making inferences from message (Wilkinson and Birmingham, 2003).

Modes of Communication

As cited by Ignas (2005) many of the millions of messages exchanged between these high tech devices are not in the form of speech, but in the form of written word. Instead of speaking into the handset, a growing number of mobile-phone users especially youths, are using a facility called the Short Messages Service (SMS) that allows them to type and send brief messages to each other. Communicating in this way requires typing a message in the phone's tiny keypad; SMS devotees use an abbreviated form of language that combines letters and numbers to make the word sounds.

History of Text Messaging

According to some companies, the first ever text message was sent during 1989 by Edward Lantz, a former NASA employee. The text message was sent through a Motorola beeper which consists of numbers read upside down to read the message. On December 3, 1992 in United Kingdom, the first SMS messaging was used in a commercial sent through a Vodafone GSM network. The SMS message containing the word "Merry Christmas" was sent by Neil Papworth with the use of a desktop computer to Richard Jarvis through a handset device model Orbitel 901. For the GSM systems, the first SMS using a Nokia phone was sent by an engineering student, Riku Pihkonen (Urmann, 2009).

At first, text messaging has not been very popular since it was designed primarily to be used by the hearing impaired. During the 1990's only few messages were being sent through SMS. But during the year 2000, there have been a gradual increase in the use of text messaging. As the text messaging system has been developed, it had gained popularity which has increased the number of SMS messages as well as a sudden increase of the numbers of subscribers. Today, text messaging is the most widely used mobile data service with 74% of all mobile phone users worldwide. Out of 3.3 billion phone subscribers, 2.4 billion at the end of 2007 are active users of the Short Message Service (Urmann, 2009).

The largest average usage of the service by mobile phone subscribers is the Philippines. The Philippines alone sends on the average 400 million text messages a day or approximately 142 billion text messages sent a year. Texting became popular in the Philippines in 1998 (Urmann, 2009).

Text Messaging in the Philippines

Text messaging which is commonly called texting is the process of sending short messages usually 160 characters from a mobile phone. These messages are commonly called SMS or Short Message Service, texts or text messages. It is considered as the fastest and most reliable means of communication. The sender of a text message is known as a "texter" while the service itself has different colloquialisms depending on the region. It is simply being referred to as a "text" in the Philippines (Urmann, 2009).

The beginning of text messaging made it possible for new forms of interaction. A person may now have a chat with another user without the limitation of being expected to reply within a given time and without the need to set aside time to keep a conversation. It also provided a situation for participatory culture which allows viewers to vote in polls as well as receive information.

Among the Asian countries, the Philippines have the largest population of mobile subscribers who uses text messaging as a means of communication. An average of 20 text messages is being sent daily by a subscriber. Because of this, the Philippines have been considered as the text capital of the world. On 2007 alone, there are 42.70 million people who are subscribers of mobile phones (Urmann, 2009). Also, according to 2009 stats, there are about 72 million mobile-service subscriptions, roughly 80% of the Filipino population with around 1.39 billion text messages being sent in the Philippines daily (Wikipedia, 2012).

The nature of the Filipino culture and the affordability of text messages made its usage rapidly high making texting a popular for Filipinos in keeping touch with their friends and loved ones.

Text Messages Received

Communication in texting is purposive since the sender has always an intention in sending a message. Reasons are the purposes of sending messages in texting. The reasons are to inform; to be informed; to gather information; to share knowledge and others.

Text messaging is commonly used as the feedback medium of agricultural programs in any purpose. According to Sabiano (2006) in his study, topic details discussed by the experts or the anchor himself were guided by the questions of listeners sent in through cellular phone text messages. Likewise, acknowledgements were interspersed in the different parts of the program "Boses ti Farmers" where some of the listeners sent text messages expressing their special thanks, their warm greetings and dedication to the anchor, the resource person and everyone who contributed benefits to the farmers. Furthermore, on the program, the listeners were encouraged to send their questions through text messages, which were read and answered by the resource persons or the anchor himself. Topics aired in agricultural programs were based on the inquiries that the listeners are sending in through letters and text messages. These text messages determine the specific topic content of the program. Aside from questions, the listeners also sent in their suggestions and opinions.

Likewise, on the study of Ignas (2005) on the extent of cellular phone use in the marketing of cutflowers, the kinds of information sent and received by the cutflower growers in Alno, Alapang, Bahong, Bineng and Dangwa-Dimasalang are on the prices of products, selling condition, and the number of harvested products.

Text Messaging on Language

The advent of text messages in the Philippines generated a subculture with its own vocabulary and protocol. The use of text messaging has changed the way that people talk.

Since text messaging has become very popular around the world, the text speaks or text lingo has been adapted as a way to type messages quickly. Text speak are abbreviations of words which tends to avoid typing the whole word which is time consuming (Urmann, 2009).

In other parts of the world, text capability on cell phones can be vital to economic development and helping people who don't speak or read English buy and sell goods. Michael Wehrs, Nuance's vice president of industry affairs, says allowing texting in native languages makes it easier for people who don't speak English to conduct business. "The population needs to be able to use the device," he says. "The idea of having your cultural identity represented in this technology is increasingly important," says Laura Welcher, director of the Rosetta Project of San Francisco's Long Now Foundation. Ms. Welcher, who says linguists fear half the world's languages will disappear in the near future, thinks at least 200 languages have enough speakers to justify development of cell phone text systems. "Technology empowers the poorest people. There are cases where texting is helping to preserve languages by encouraging young people to write in their native tongue (Bulkeley, 2009).

Listeners' Information Needs

The listeners' information needs are defined by their text messages received by the program host. On the study of Abag (2005), the respondents' information needs are agriculture-related information, information on new technology especially in terms of

farming or agriculture. Onnon (2005) added that pest and disease control are the needed information of the farmers in Bahong and Alno. Likewise, on the study of Sabiano (2006), the topics were mainly on organic farming, integrated pest management and programs of the Benguet Farmers' Federation, local government units, the Department of Agriculture, marketing, crop programming, organization and livestock management and other entities through cellular phone text messages.

Operational Definition of Terms

Acknowledgments, Appreciations and Encouragements. The text messages that this classification refers to those that are expressing gratitude, acceptance, and support to the program.

Asking questions. This category of the nature of text messages refers to the purpose of the text message which is to ask question from the anchorman about agriculture or any concerns of the listener.

Average messages received. The total average number of messages received in a day that is program-related. It is derived by the number of text messages received in a month divided by the number of days in a month.

Benguet State University Concerns. Refers to those that are related to the Extension programs of the University, the announcements from the Administration Office, BSU Marketing products and students' concerns.

Combination of topics. This category of the nature of text messages refers to the purpose of the text message which is either a combination of the three.

Combination. These are text messages that are combination of any of the other classifications.

Commenting. This category of the nature of text messages refers to the purpose of the text message which is to give or make a comment about the program and anchorman and to the text of other listener-texters.

Employment Opportunities. Refers to those that are inquiring about follow up on announced job hiring at BSU on the Air program like the requirements, when and where to enlist names.

English. This language is the use of pure English in the text messages.

Environmental Concerns. The text messages that this classification refers to those that are related to the care of the environment.

Filipino. This language is the use of pure Filipinos in the text messages.

General Agriculture. Refers to those topics that are related to agricultural technologies covering all aspects of agriculture.

Giving information. This category of the nature of text messages refers to the purpose of the text message which is to give information as additional information for the program or as an answer to the queries of other listener-texters.

Giving suggestions. This category of the nature of text messages refers to the purpose of the text message which is to give suggestion on what to do with the program and also possible topics to be aired on the program.

Health Concerns. The text messages that this classification refers to the health-related text messages, cure of illnesses and herbals that can help alleviate infirmity.

Highland Ilocano. This language as used in the study is the Ilocano that the Benguet people are using.

Kankana-ey. This language is the use of pure Kankana-ey of Benguet.

Multilingual. Multilingual as used in the study is the mixed language from any of the English, Highland Ilocano, Kankana-ey, Filipino and Ibaloy.

Others. These are rude messages that express malicious and foul messages towards the program host and the program; these are also text messages that do not belong to any of the previous classifications.

Program-related text messages. These are the text messages related to the program and were the subject of the study.

Public Service Announcements. The text messages that this classification refers to the announcements of deaths and burials, lost and found, and classes' suspension among Baguio- Benguet schools.

Religion and Values. Refers to those that are related to values-formation and spiritual encouragements.

Text message. The text messages are the SMS received by the anchorman of the program through a cellular phone.

METHODOLOGY

Locale and Time of the Study

The study was conducted in La Trinidad, Benguet where the researcher was based. The researcher retrieved the compilation of text messages at the BSU Extension Office where the program anchorman was based.

La Trinidad is the capital town of Benguet and a first class municipality. It was located at the southern part of Benguet with a land area of 8,273.80 hectares and the smallest of all the 13 municipalities of Benguet province. It was generally mountainous with springs, rivers, and creeks. Its elevation ranges from 500 to 1,700 meters above sea level. The municipality has 16 barangays and the most developed and has fastest growing economy among the municipalities of Benguet because of its proximity to Baguio City, its role as seat of provincial government, educational center, and trading hub of the province's vegetable industry. The major crops produced are vegetables, cut flowers and strawberries.

La Trinidad is also known as the "Strawberry Fields of the Philippines" and the "Rose Garden of the Philippines" because it serves as the tourism gateway to the Cordillera.

The study was conducted from December 2011 to March 2012.

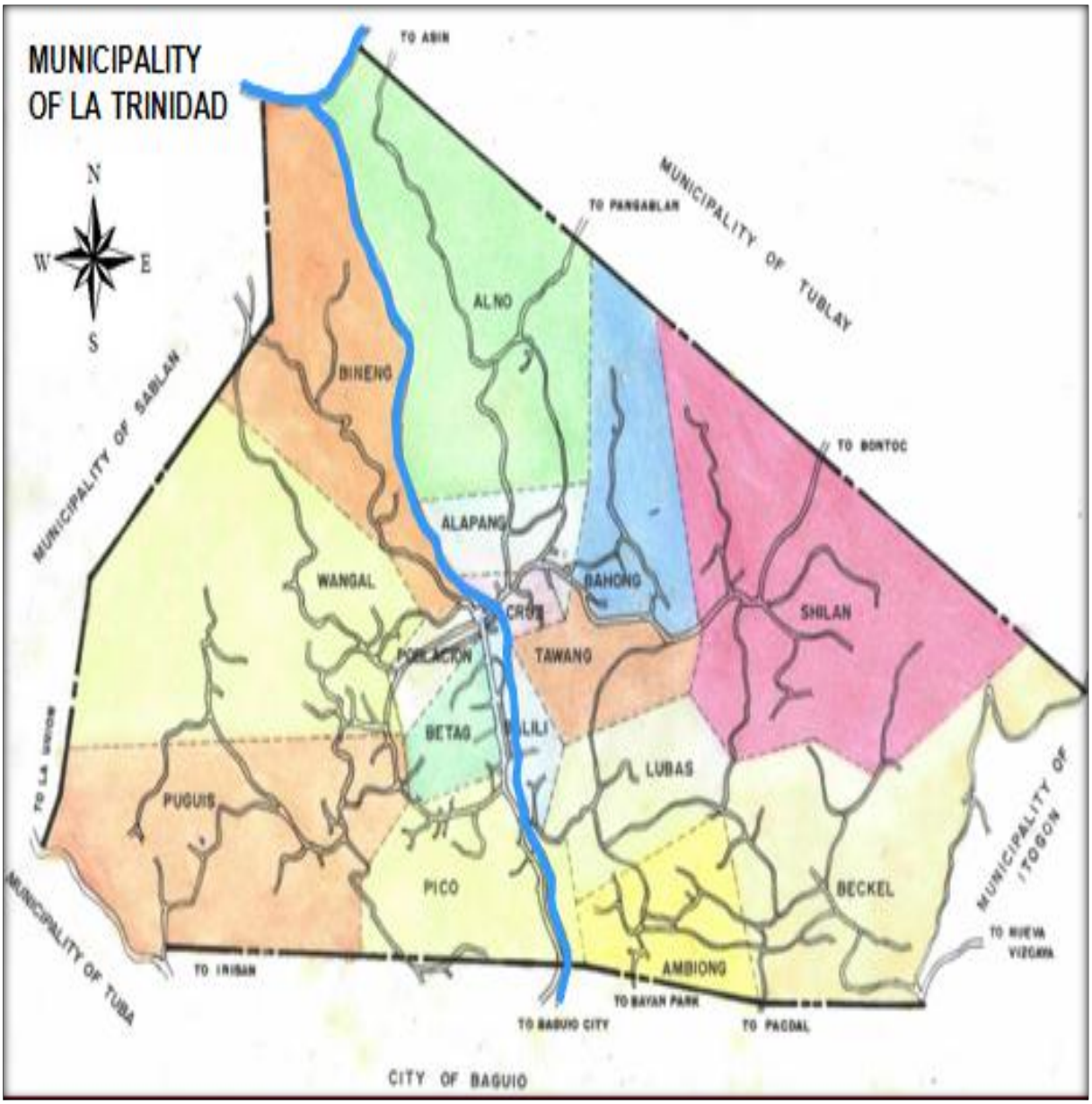

Figure 1. Map of La Trinidad showing the locale of the study

Subject of the Study

The study analyzed the content of the listeners' program-related text messages to the program, BSU on the Air only. Since the anchorman of the program compiles the text messages received by month, a total of 12 months or one year compilation from January to December 2011 was used as the subject of the study in the content analysis. Samples of the compiled text messages can be seen on the Appendix.

The anchorman of the program has received 1,343 text messages that were program-related for the whole year round. There were 3,885 minutes (64 hours and 45 minutes) completed in the 259 AM airtime slots (15 minutes each) for the whole year. The text messages came from the farmer-listeners, students, BSU teaching and non-teaching staffs, and colleagues.

Data Collection

The 12 months compilation was subjected to content analysis using coding sheets made by the researcher. The 2011 compilation of text messages were analyzed according to months on the coding sheet.

Data Gathered

The data gathered were on the number of the messages received in a day that were related to the program, classifications of these text messages, languages used in the text messages, text messages treatment in terms the nature of messages. The number of the text messages received in a day includes text messages that the program anchorman received in the day even if the program was not on air. The data was computed from the number of text messages or SMS the anchorman received in a month divided by the number of days

in a month (* N= # of text messages received / # of days in a month = average). This formula was based on the way Dr. Silvestre S. Kudan, the anchorman, compute for the average text message received in day. The data in the classification of text messages were according to the area that they belong such as agriculture, BSU concerns, employment concerns, appreciation to the program, health concerns, religion and values, public service announcements, and others. In the languages used in the text messages, they were classified according to the language that was used such as English, Highland Ilocano, Kankana-ey, and Ibaloy. In the text messages treatment in terms the nature of messages, they were classified according to the intention of the text message whether to ask question, give information, make comment and give suggestion.

Data Analysis

The data gathered were tallied using tally sheet, tabulated, analyzed and interpreted using descriptive statistics such as frequency counts, percentage and ranking. The presentations of statistics were in the form of tables or charts or summary.

RESULTS AND DISCUSSION

Number of the Messages Received in a Day

Table 1 shows the average number of the messages received in a day. The anchorman has received 1,343 text messages for the whole year (365 days) including the follow-up questions of the listener-texters.

In the study, the average number of program-related text messages received ranges in a day was two to five. The range varies due to the fact that there were different ranges of text messages being received in a month or in a day.

This implied that although there were numerous text messages received by the anchorman of the program in day, there were few text messages that were program related; others were personal messages from his family.

As observed in the table, the months of January to August have the highest number of program-related text messages received. Inquiries about the BSU College Qualifying Entrance Examination application, religious and agriculture-related of the listeners were most of the content of the messages received during this month.

On the other hand, the months of September to December have the least received text messages. As observed in the table, the month of December has the lowest text messages received. This was because Mr. Silvester Kudan was on local and overseas travels.

Table 1. Number of the text messages received in a day

MONTHS	DAYS	RECEIVED TEXT MESSAGES/ MONTH)	AVERAGE TEXT MESSAGES PER DAY (N)
January	31	138	4
February	28	123	4
March	31	120	4
April	30	133	4
May	31	152	5
June	30	156	5
July	31	104	3
August	31	113	4
September	30	88	3
October	31	75	2
November	30	85	3
December	31	56	2
Total	365	1,343	4

N= 1,343

Classification of the Text Messages

Table 2 presents the frequency and the different classifications of these text messages received by the anchorman. The classifications were General Agriculture, Religion and Values, BSU Concerns, Employment Opportunities, Environmental concerns, Health Concerns, Public Service Announcements, Acknowledgement/Appreciation and Encouragements, Others and Combination of topics. The results show that most of the text messages received were under General Agriculture (48.70%), Religion and Values (23.08%), BSU concerns (10.72%), Employment opportunities (5.21%), Environmental concerns (4.47%), Health concerns (2.53%), Public

Service Announcements (PSA) (2.01%), Acknowledgement/Appreciation and Encouragement (1.34%), Others (1.19%) and Combination (0.74%).

The result showed that most of the listener-texters need information about agriculture-related information followed by spiritual encouragements.

The lists of topics under each classification show that listener-texters had diverse information needs that the program BSU on the Air must address.

General Agriculture. It covers all aspect of agriculture from agronomy, horticulture, plant pathology, entomology, soil science, animal science and agribusiness, and others are difference of horticulture from agriculture and organic farming from sustainable agriculture. An example is a text message was received on October 19, 2011 at 7:33 AM which asked, "Good morning sir, *damag ko lang Anya kaditi nadumaan* ti horticulture *ken* Agriculture? *Anya ti mas mayat nga kurso*?"

For agronomy, text messages received were about good varieties for vegetable seeds and seedlings for planting, organic farming or natural practices, seed treatments and storage, new technologies in agriculture or farming. A sample text message was received on October 20, 2011 at 7:02 PM which asked, "Gdpm. Sir, *damag koman no sino ay* variety *d* carrot d *mabalin ay maemulas n trinidad*. Thanks sir *urayek* reply *m*."

The result corroborate with the study of Catano (2010) that the farmers in Tinoc, Ifugao need information in agriculture which included information on organic farming lectures and good varieties of seeds for planting.

The result also affirmed the study of Sabiano (2006) in which the information needs of farmers were the organic farming.

Text messages received for horticulture were about crop programming and care, planting method, ornamental production and fertilization for cut flowers. An example on this category was received on November 28, 2011 at 5:31 AM which asked, "Gud day sir, *kasanu ba ti panangbawas t sanga ti marimar nga kamatis ta nagado ken naglangto da*? *madama panagsabong da.*"

This corroborates with the study of Sabiano (2006) which said that farmers' information need include the information on crop programming.

For plant pathology, text messages received were about pest and disease control for cut flowers, what to do with plant diseases, and how to treat them. An example of a text message for this category was received on May 12 at 12:45 PM which asked, "Sir *agdamagak man* Sir. *mabalen ngata nga matay deyay pagtataodan te saket te sabong a posarium no maebluter ta eso te ekastak* Sir. *salamat baken den* lpg *ay pang polpolpog da c bosaang ay parteenda no mabalen ay matey den posarium cen lota. osaak ay nabakes ay manmolmolas sabong cna paoay atok.*"

The results corroborates with the study of Catano (2010) that majority of the farmers in Tinoc, Ifugao need information in agriculture which included pests and disease control in their crops.

Text messages for entomology were about pest and disease control and management or IPM and how to control insects attacking crops. An example of this category was received on June 3, 2011 at 5:08 AM which asked, "Sir *damag ko man no mabalin nga pag* control *t peste jay sabong ti mais*?", and from the same number, a follow up question at 5:11 AM that asked, "Sir *damag ko man no mabalin nga pag* control *t* leafminer *jay sabong ti mais*?"

The results corroborate with the result of the study of Onnon (2005) which showed that pest and disease control are the information needs farmers.

The result of the study further supported the study of Sabiano (2006) that the information needs of listeners were about Integrated Pest Management.

For soil science, text messages received were about soil acidity control, lime application, best time to apply lime, and other liming materials. An example of a text message was received on April 28, 2011 at 5:38 Am who asked, "Gud mrning prof. *kas anu nu* calcium *t kurang t daga*? *nya b t mae* aply? Thanks *guray ta pasaan ka*".

Text messages received for animal science were about food and animal production, how to raise backyard poultry, care for animals and where to buy animals. An example was a text message received on November 28, 2011 at 10:18 AM which asked, "Gud pm. Sir! *Ag* inquire *ak man* bout *jay* sunshine *nga manuk*, damag *ko nu adda* available *pagalaan dta* bsu *para mataraken*."

Lastly, for agribusiness, text messages received were about livelihood project such as piggery, poultry, and fish production, marketability of organic products, organization management, and farm management. An example is received on October 10, 2011 at 6:20 PM which asked, "Gud pm sir *matoloy ba jay siminar t* organic eggs *no bigat*? *Ania nga* bld. *Kadi*". This corroborates the study of Catano (2010), in which respondents needs information on how to lobby for rpice control and marketability of organic products; it was also furthered by Sabiano (2006) in which the information needs of the respondents were about marketing, organization and livestock management.

The results of the study was corroborated to the study of Abag (2005) wherein the respondents' information needs were agriculture-related information, and information on new technologies in agriculture or farming.

Religion and Values. The list of topics under this classification covers from the Bible teachings, the virtues of humanity, seeks advise to listeners' personal problems, seeks prayer, seeks verses towards personal encouragements, social issues or behaviors and attitudes.

An example of a religious text message received was on November 4 at 9:58 AM which stated, "good morning pastor, may i ask about 1 cor 10:13, why is it that temptation comes to man is common? & is ryt to blame God., if we fail to overcome that temptation, *kasi kung wala yon, siguradong* no sin is committed,. & *dito parang yong* man, *pinaglalaruan ng Panginoon, kasi* paul said, that make d way to escape..*kasi ibibigay yong* temptation *tapos, ibibigay ulit yong* way to escape..*at ano po ba yong* way *na iyon*? d way of His word *kaya*? *tapos saan po ba nakikita na yong* temptation ay from God or from d world..or *lahat ay nangyayari ay* from GOD. *May* participation *ba si satan dito*. Thanks.,"

An example of a text message in the values category was received on October 4 at 7:58 AM which stated, "good day *myat djay* topic *tayo* bat i also realize that we need to work to have money not for our own but for the future of our kids *na pag salat tayo sa pera ay nakakasawa rin* incase of emergency need to borrow *para sa* hospitalization *kaya maganda pa rin yung my dumarating na grasya kesa yung salat sa grasya*".

Benguet State University concerns. The text messages received are queries about programs of the university especially the BSU Qualifying Entrance Examinations for all levels like when, where, requirements and how to apply; students' concerns like classes'

suspension, class schedules, permission to be late or absent in their class with the anchorman; projects of the Extension Office like if there are offered coffee production; inquiry on the products of BSU at the Marketing Center such as if there are mushrooms, vegetables, or honey for sale; and lastly, BSU Cooperative concerns like membership, benefits, conditions and terms. An example was received on March 18 at 6:01 AM inquired, "Gud am sir, *bitin jy* lecture *u tatta a.* sir, *damagek man no ada* project *t* bsu *nga agmula t kape jy* private land or *masapul nga jay lote t* bsu *met lng. ada gamin agibagbaga nga ada nalawa nga lote na* but no fund. *jy* atok *t ayan na dytoy* sir. thankx sir,".

Employment opportunities. The lists on this classification are merely about job inquiries on the announced or unannounced in the program BSU on the Air such as availability of jobs for Japan and other companies in our country like SANKO PLASTICS, Philippines and Grolier International, Inc. that are related to agriculture. Some of the text messages were also announcements of job opportunities locale and abroad.

Since Sir Kudan was the contact person of the companies offering jobs, he received text messages asking requirement about the said job or confirmation and then he answers the queries whether via reply on the cell phone number or live on air since he was knowledgeable. An example of a text messages announcing a job opportunity was a messages forwarded by Mr. Dominador Dongla to the anchorman on September 29, 2011 at 5:19 PM stated, "Gud pm. SANKO PLASTICS, Phil. is in need of a salesperson. preferably any Agriculture/horti graduate, willing to be trained (with salary) in Manila for about 6 months. Please email ur resume to: Virginia00V5@yahoo.com pls pass".

Environmental concerns. The lists on this classification are about inquiries on the proper care of our environment and concerned on the living things that were beneficial to mankind such as reforestation and care for water sources.

An example was a text message received on December 29,2011 at 10:30 AM, "Sir no polluted jay soil gapu basura affected jay danum nga aggapu ijay soil(ubbog), no mamulaan t kau kadi k8 absorbenna jay kmicals nga nangpollute ijay soil agraman jay danum?"

Health. The text messages under this classification were all about herbal medicines and the illnesses they cure like guyabano as an anti-cancer power, what were the treatments for illnesses like cyst, insomnia, heart ailment and myoma; nutrition of children; what to eat and the contents of honey. An example was a text message received February 4, 2011 at 5:50 AM that asked, "Gd. am sir *ania ti* contents *daytoy* haney? *kasla puro met nga* sugar? *awan kadi dakes na no* daily *nga mangan ditoy*? *ta ado gamin ditoy kada*. Thank you sir. from Cada farmer." The result of the study was corroborated by the study of Catano (2010) which stated that other listener' information needs of farmers in Tinoc, ifugao needs information on health, nutrition and herbal medicines.

Public Service Announcements. The text messages received qualified under this classification are public service announcements on lost and found things, deaths and burials, meetings and classes' suspension of public and private schools during typhoons in Benguet. An example was a text message received May 30, 2011 at 1:20 PM which said, "hALO. SIR. *ada* lost n found *nga* wallet containing d ff: ID Cards, SSS, BIR, SR. CITIZEN, Phil health, *daytoy ket nagan ni* Virginia Salinas *nga taga* #20 A Atab Marcos

hiway . *Ada naenayun nga* senior citizen ID *ni* Carolyn A. Pulas *nga* taga Camp 7 Kennon Rd, B.City. *Alaen da jay dispatser ti* labey caponga.lakandula street. T.y."

Acknowledgments, Appreciations and Encouragements. The text messages received under the Acknowledgments were about the expressed special thanks, warm greetings and dedications to the anchorman and to the program who contributed benefits to farmers on agriculture and spiritual knowledge. An example was a text messages received August 23, 2011 at 5:53 AM which said, "Gud am po sir, *maayatan kami t anus u nga ag*host t BSU on air…*adu ti maadal me haan lang nga* agriculture *no ketde pati na spirituan,,ituloy u kadi* sir..*ta kina agpayso na ket dayta programam t ab abangan me.. no kunam a nabayayagen, ada mt t sumarsaruno a agdengngeg.*.nxt generation *ba..isunga agyaman kame t anus u* sir."

The text messages received under Appreciations were expressing their sincere positive reception to the program and recognition of the program-host value like in this example of text messages received August 31, 2011 at 7:00 AM, "Helu good morning sir, Jalen Pasiteng *daytoy* of balakbak kabayan. *Adu naadal ku iti boses iti farmer idi ken nangmangruna ti 'bsu on the air' ta edi nag anakak ngem daksanggasat ta awan meten, ket ti nagliwliwa kaniak ket ti* nutrition month *bulan ti* July *idi enlecture da ti* about why premature baby occurs. *Ket enggana tatta adu maad adal ku ket dakkel a makatulong met iti* farm me *ken* apply *ku met* backyard farm *ku.* Thank very much sir."

Also the text messages received from the Encouragements were about giving support to the program to continue like the text message received on received August 25, 2011 at 5:56 AM, "Gd am sir, *itoltoloy u t program nga* BSU ON D AIR *ta dakkel man t*

maitoltolong na nangruna kdkmi nga naisulsulinik adau t syudad, saan laeng nga panag garden *ti maitoltolong u no dket pati py naispirituan nga adal*."

Others. Lastly, other include the rude and malicious text messages that were offensive to the anchorman, it also include text messages that are program-related but not under any of the previous classifications. An example is received on December 19, 2011 at 4:33 AM which said, "*yan adikan yumamyam adi,aysamu,cnu ka od wat kami pay mandamdamagyan,mu adam layden d mansungbat ya maga d anus mo isaldeng mo 8 san panankalkalim sin radyo*".

Combination of topics. The text messages received under this were combination of the previous classifications. An example is a text message received on September 13, 2011 at 1:51 PM which was a combination of encouragement and inquiry about what to spray on the plant, "sir, *itultuloy u jay programa. Damag ko man nu enya ibombak ejay mulak nga patatas*."

Languages Used in the Text Messages

Table 3 shows the frequency of the languages used in the text messages received for the year 2011. The table shows that in twelve months, majority (76.40%) of the text messages received used multilingual, less than half (17.35%) were Highland Ilocano, 3.65% were Kankana-ey, 2.16% were English, and 0.45% were Filipino.

In the study, the multilingual text messages were composed of any of the English, Filipino, Ibaloy, Highland Ilocano and Kankana-ey.

An example of a text message received was on July 8, 2011 at 7:21 AM used multilingual, ".,.gud morning sir…i am a student from UC conducting feasibility study related to organic farming.,. Sir *adda ba* vacant time *mu* this day *ta apanak agdamag nu kas anu nga ag aramid ti* gren house., tnx sir!" In this message, it is a mixture of English and Ilocano. This could be explained due to the fact that our region has high literacy rate of 89.2 according to the 2008 Functional Literacy, Education and Mass Media Survey (See, 2010), wherein we could say that even our farmer-listener-texters among others had the knowledge in the common languages used in the region.

Also, the Ibaloy language was observed to have the least appearance; it does not appear in the list of languages, however, it appeared in the multilingual classification.

In the table, there were only six text messages received that used pure Filipino. It shows that most of the listener-texters preferred to use the vernacular language than the national language and that they prefer to use straight English.

It also shows in the table that there is a significant difference in the use of Ilocano and English. As observed, many of the inhabitants in the region also speak Highland Ilocano though it is not their mother tongue.

Text Messages Treatment in Terms of
the Nature of Text Messages

Table 4 shows the results of the nature of the text messages of the listener-texters. It was categorized into which the interest of the messages was directed or the intention of the sender such as: asking questions, giving information, commenting and giving suggestion.

Majority (76.40%) of the text messages were Asking Questions. This were marked by the words or phrases that inquires such as "*damagek man, mabalin maamuan and anya kadi*". This shows that most of the texters were interested to know about agriculture, religion and values, and the concerns of Benguet State University.

The result also supported the result of the objective number two which showed that most of the questions of the text messages were about general agriculture which is an aim of the program, to disseminate viable agricultural information to the famers.

An example of a text message on this nature of message about agriculture was received on March 11, 2011 at 5:28 AM which said, "Gud am apO, *damag lang man nu mayat ngata nga ikiwar jay na*ferment *nga* sunflower *i jay abot nga pagmulaan*? *kasla saying gmin nu ibelleng lang*. tnx Godbles. *Mabujay ka*!". Another text message which was about the BSU qualifying entrance examination was received on February 11, 2011 at 8:30 AM which said "Good pm! Sir when can we know the result of our college entrance test there at BSU? Can we reapply if we didn't pass the first test? Thanks frm Tinoc".

The text messages that were giving information (9.08%) were text messages received that shares information only without any intention of asking question, suggesting and commenting. An example of a text message representing this nature of message is the Public Service Announcement on death and burial like the text messages received on May 21, 2011 at 5:03 AM which said, "to all friends and relatives of mr. felix lid-ayan, *maepaammu nga esu na ket pinmusay idi rabii* may 20, 2011 @ 11 o'clock pm, *ti bangkay na ket asa sa diay* tableo, badeo, kibungan, benguet. *ti pamunpuna ket saan pay a napagnunumwan. ti nagpadamag*, marscial guidao-en, *anak ti pinmusay. paki* announce *man* sir *jay radyo*." Also, a text message giving information for the students enrolling at

BSU was received from the Administration office that said, "Kindly advise those asking sched 2 refer 2 deans office".

Text messages that were combination of any of the four (8.04%) were text messages that ask question and give information, make comment and give suggestion, ask question and make comment, and give information and give suggestion. These were mixture of agriculture and education, agriculture and encouragement, and others. An example was a text message received on April 1, 2011 at 5:55 AM which was a combination of a text message that ask question about agriculture and gives suggestion, "Halu sir, *damag ku man apy ngata nga agkolor* violate *jy toktok t repolyo nu bombak t* tamaron. Amposongan farmer *na*. *Pakisungbat u kud cn lunes i cn* program *u sa radio, Salamat.* " Another example of a text message that asked question about agriculture and commented on the program for its help was received on January 6, 2011 at 6:49 AM which stated, "Goodmrning. Sir *adda baa mom nga* dolsin *t* variety *na nga* pepper? *Myat kano n talaga a dyay t osto a ngan na. ta epadas ko man t talo a kelase nga emula.* Carot *ken rpolyo* frm tinoc. *Han ka gayam maom oma kadi gpo dyay madi a* txt *da. Salamat ado t naetulong mo kadakami"*.

Text messages that are commenting (4.02%) were text messages received that gives and expresses comment towards the program, anchorman and the rude text messages of other texters. These also express sympathy to the program and anchorman. A comment on the program time of airing was observed on this text messages that was received on April 1, 2011 at 5:39 PM which said, "*Halu bsit nga lakay nga kunam no e alis mo ti oras ti programam olas ti malem tap no mangeg mi ti voses mm ta no agsapa gamin masapa kami mapan garden sunga han mi mangeg ti daduma nga answrs m gamin myat ti bigat nga*

masapa jay garden masapa kami agawid no malem nga pagconcintritan t voses mo". Another commented about the age of studying for employment that was discussed on the program was received on April 15, 2011 at 5:52 AM which said, "*Awan no lakay ka nga malpas san ka nga ma* hire *ta ada* hiring age *tadta sunga san agbalin dayta kunam nga eskwe eskwela*".

Text messages that are giving suggestion (2.46%) were text messages received that were suggesting that the anchorman and the program to continue, verses to be shared on air and what topics to be discussed on air. The suggestions were the bases of the anchorman on what topic he was discussing on air. An example of a text message representing suggesting that the program should continue was received on August 25, 2011 at 5:56 AM which said, "Gd am sir, *itoltoloy u t* program *nga* BSU ON D AIR *ta dakkel man t maitoltolong na nangruna kdkmi nga naisulsulinik adau t syudad, saan laeng nga panag garden ti maitoltolong u no dket pati py naispirituan nga adal*." A text message that suggested a topic to be discussed on air was received on May 21, 2011 at 3:23 PM which stated, "Sir *mayat ay masdem u no mabalin kod yan pakibagam cin* program *mo lunes* 15 minutes to 6 *mo entoy iyat mangkaan cinan puraw ay mantatayaw punenda payak d sayote kikitoy mantaytayawda pure ay puraw da*".

It implies that most of the 1, 343 text messages received by the program were asking questions about agriculture.

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study on the Content Analysis of BSU on the Air Listeners' Text Messages analyzed the text messages of the listener-texters to the program. It determined the frequency of the messages in a day and classified these text messages. It also determined the languages used in the text messages, analyzed the treatment of the messages and compiled the text messages.

Content analysis was used in gathering the information from the one year compilation which was the subject of the study from January to December 2011. The contents were analyzed and identified accordingly thru coding sheets. The study was conducted from December 2011 to March 2012. The data gathered were analyzed, tallied and interpreted using descriptive statistics such as frequency counts, percentage and ranking.

The subject of the study was the one year (January to December 2011) text messages compilation of the BSU on the Air program, an extension program of the Benguet State University. The anchorman of the program has received 1,343 program-related text messages from 1,343 cell phone numbers as well as of the follow-ups of the texters whole year round. The text messages came from the farmer-listeners, students, BSU teaching and non-teaching staffs, and colleagues. There were 64 hours and 45 minutes completed in the 259 AM airtime slots (15 minutes each) for the whole year from Monday to Saturday every week.

The frequency of SMS received ranges from two to five in a day. The range varies due to the fact that there were different ranges of text messages being received in a month or in a day.

The different classification of the text messages were as follows: General Agriculture, Religion and Values, BSU concerns, Employment opportunities, Environmental concerns, Health, Acknowledgement, Appreciation and Encouragement, Public Service announcements (PSA), Combination and Others. Majority of the text messages were about General Agriculture. Majority of the text messages received were multilingual and were asking questions.

Conclusions

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

1. Listeners of radio program actively participate in agriculture discussions through text messages.
2. Radio program hosts receive text messages regarding the program from listeners as long as the line of communication is open.
3. Most of the text messages sent to radio programs were asking questions on agriculture-related topics.
4. Text messages sent to agricultural radio programs were constructed using multi-language.
5. Text messages received were a combination of asking questions, giving information, making comments, and giving suggestions.

Recommendations

From the results and conclusions, the following are recommended:

1. The BSU on the Air program should continue the airing of the program to cater to the information needs of the listener-texters.

2. The communication line of the host should be kept open to continually receive messages from listeners.

3. The anchorman who keeps tab of the list of text messages received in a month should have a separate cell phone number for personal messages. This is to have an accurate record of the real count of the text messages received that are program-related.

4. More studies on the text messages received by the anchorman from the time the program anchorman started receiving inquiries, comments and suggestions.

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