

BIBLIOGRAPHY

OLANIO, CHARLENE A. March 2006. Graduating High school Students' Assessment on the Benguet Sate University Leaflet. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study on the effectiveness of the BSU leaflet to graduating students of Kibungan National High School was conducted to determine if the BSU leaflet is an effective material in providing information about the university to prospective students; to determine if the BSU leaflet influenced the respondents to consider enrolling in BSU; and to enumerate the information needs of the respondents about BSU that was not included in the BSU leaflet.

The researcher used a survey questionnaire to gather the needed information. Data gathered was analyzed using statistical methods such as frequency, percentage and ranking.

Readability of the BSU leaflet was based on the Fog Index.

Results obtained that most of the respondents answered that the words used in the BSU leaflet are easy to understand and the information presented in the leaflet is also elaborated and well-presented. However few claimed that it is not well-elaborated and it is not enough. They also said that BSU leaflet is interesting and attractive. Most of the respondents answered that The BSU leaflet made them think about considering BSU as a

future school for further study. And some also answered that they were encouraged to enroll in BSU. Leading information that the respondents want to be included in the leaflet is the additional offered courses, rundown of the different matriculation fees in the university, scholarships, and the requirements for enrolling.

It is recommended that BSU leaflet should maintain its feature as interesting and attractive. It should also maintain using words that are easy to understand and should make those other words more simplified for better understanding .BSU leaflet should also include more information about the university like the additional offered courses, rundown of the matriculation fees in the university, and requirements for enrolling.

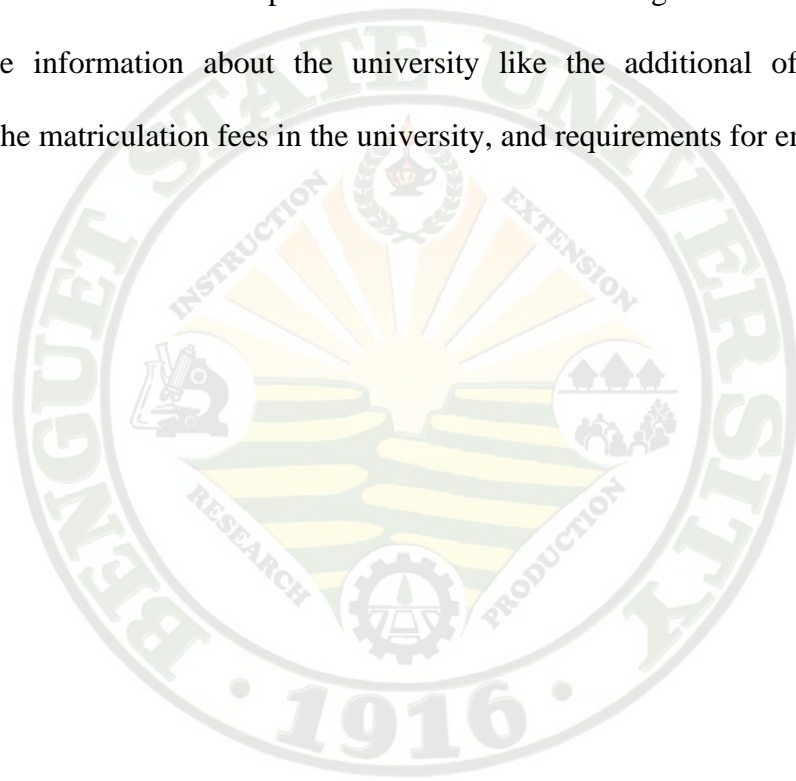


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INTRODUCTION

Rationale

Information materials are used by different organizations and groups to relay ideas, concepts, and services among others to people in the community. One of the most common information materials being produced is the leaflet.

A leaflet is a single sheet folded in several ways that contain brief information about an institution, a concept, services being offered etc. Most of the time, it is widely distributed to people for intensive information dissemination. In addition, Cadiz (1991) adds that it contains highly illustrated information on a topic and it usually has a variety of purpose: to urge, tell, advice, instruct, or explain.

The Benguet State University uses the leaflet as one of its vehicles in giving out information about the university. It has produced several leaflets on processing food products, animal raising, courses and colleges in the university and the like.

Benguet State University leaflet is one of the publications of the university. It includes the university's academic programs, students' services, undergraduate courses, graduate courses, research, development and extension services, production programs, institutional linkages, and the location.

Leaflet belongs to the publication media. Publications provide the most abstract type of learning among the communication media because using them requires mastery of printed symbols, or in short, reading skills. These are use individually eliciting thought and reflection on one's own. (Cadiz, 1991).



Since the leaflet provides the most abstract learning, it is then important to evaluate if it delivers the exact message it wants to tell the receiver.

This study will focus on the effectiveness of the BSU leaflet as a material in disseminating information about the university.

Statement of the Problem

The study generally aimed to assess the effectiveness of the Benguet State University leaflet to the graduating students of Kibungan National High School (KNHS) in Kibungan, Benguet.

Specifically, it aimed to answer the following questions:

1. What is the readability of the BSU leaflet?
2. What are the perceptions of KNHS students on the BSU leaflet as source of information about BSU?
3. What are the information needs of the KNHS students that the leaflet did not provide?

Objective of the Study

The study aimed to assess the effectiveness of the BSU leaflet to the graduating students of KNHS in Kibungan Benguet. The objectives were:

1. Determine the readability of the BSU leaflet;
2. To determine KNHS students' perceptions on the BSU leaflet as source of information about BSU; and



3. To enumerate the information the respondents wanted to know more about BSU that was not included in the BSU leaflet.

Importance of the Study

The main concern of this study was to know if the BSU leaflet is an effective material in providing information about BSU to graduating students of KNHS in Kibungan Benguet. This study could also help in providing information on how to improve the BSU leaflet for better dissemination of information about the university.

Scope and Limitation

The study was limited to finding out the following: the readability of the BSU leaflet; perceptions of respondents on the BSU leaflet in terms of: words used, information presented, and additional information to be added. The leaflet was also assessed if it influenced the respondents to consider BSU for higher learning.

The study was conducted to the graduating class of KNHS for 2006. This study was conducted on November 2005 to February 2006.



REVIEW OF LITERATURE

Groups of people use publication media in their activities. Organizations, companies, and other institutions use publication media to inform people about their group or about their programs, campaigns and new products as well.

To be aware of the role of publication media in our society's progress is important. To know its use is to be effective too.

Publication Media

Most publications can cover a material comprehensively and in depth. Each specific type of publication uses a specific type of message treatment. Most publications merely present information, although they may be adopted in the discussion and sharing modes (Cadiz, 1996)

Publication generally classified into periodical and non-periodical.

Non-Periodical

Non-Periodical are publication that are not produced regularly and are usually done so far a particular purpose.

Leaflets

A leaflet is a single sheet of paper containing highly illustrated information on one topic. The paper, usually 8 ½ x 11" is folded in a number of ways: right angle fold, concertina or accordion fold, gate fold and parallel fold. (www.psywarrior.com, 2005)



These are short, often urgent, written messages you'll usually hand out or post on a bulletin board, hallway, etc. Something at the top must look so striking and important that hurried passersby who take a quick glance from 20 feet away will stop dead in their tracks, drop everything. And read it. Everything should be on one side only of a sturdy sheet of paper - It's remarkable how few people flip over a leaflet to see what's on the other side. The message must be so short and easy to read that people will finish the whole thing before they look up or get wherever they're going. (www.ilcaonline.org, 2006)

CATEGORIES OF LEAFLETS

Leaflets may be categorized as persuasive, informative, and directive. The persuasive leaflet attains its objective through use of reason. Facts are presented so that the audience is convinced. The informative leaflet is factual. In presenting facts previously unknown to the audience, it attracts a reading public by satisfying curiosity. The directive leaflet directs action when intelligence indicates the target is receptive. It is use to direct and control activities of underground forces (www.psywarrior.com, 2005)

PHYSICAL CHARACTERISTICS OF LEAFLETS

Leaflet production is affected by the physical characteristics of paper, such as shape, texture, quality, size and weight. Legibility and color reproduction are noticeably affected by paper quality and texture. A high grade of paper is needed for correct color reproduction. Quality also affects durability. Safer conduct passes should always be printed on durable, high quality paper.(www.psywarrior.com,2005)



The major factors involved in selection of paper weights and leaflet sizes are: message length, artwork required, delivery system to be used, press capabilities, purpose of the leaflet. Because the text of the message is limited by space and other considerations, the writer must persuade the enemy with the reasonable or emotional content of his message by word of mouth. (www.psywarrior.com,2005)

LEAFLET COMPOSITION

Typography: Although leaflets generally are small, they should contain comparatively large print. However, a small leaflet with large print makes it necessary to use a text that is brief. The type must be large enough to be legible, readable and familiar to the audience.

Color: The use of color is important in the appearance of the leaflet. The number of colors available will be limited by the type of printing equipment available. When two or more colors can be used, the factor should be considered. Color in a leaflet should usually contrast sharply with the predominant color so that superimposed texts can be read clearly.

Information materials, no matter what type, have its pros and cons. For written information materials like the leaflet, the International Labor Communications Association (2006) points out the following advantages and disadvantages of using written information:



Advantages of written information include:

It reinforces verbal information and help people remember it, it can give more details than you can give verbally, it can be kept for future reference

Disadvantages of written information include

It may not be the best way of giving complicated instructions, producing a leaflet costs time, effort and money, the information in a leaflet can go out of date quickly, people's ability to read varies.

The advantages and disadvantages of written information materials can serve as a guide in producing a leaflet. It can help in the production and design of appropriate information materials.

The Aims of A Leaflet

Having considered the advantages and disadvantages of using a leaflet you will want to consider the aims of your leaflet. You may ask yourself, "What do you want the leaflet to achieve? Do you wish to increase knowledge and understanding?"

The primary consideration for producing information materials, a leaflet for that matter, would be the target audience. Getting to know the target audience can help customize and develop a good leaflet that will cater to their information needs.

You should bear in mind the limitations of a leaflet, especially in terms of changing attitudes and behaviors (www.ilcaonline.org, 2006)



Format of a Leaflet

When folding paper, avoid creases that obscure the text. People who use screen magnifiers need to place the document flat under the magnifier, so try not to use a binding method that may make it difficult to flatten the document. (www.ilcaonline.org, 2006)

Readability

One way of evaluating the effectiveness of an information material is testing its readability. Readability quantifies the level of comprehension of a particular reading material and identifies a specific audience for that matter. One way of getting the readability is the fog index.

Robert Gunning developed a way to measure how hard something is to read. His Fog Index in *The Technique of Clear Writing* (McGraw-Hill) is considered the most reliable formula for testing your writing. It is not an index of how good your writing is but of how easy it is to understand. Good writing is another subject. But all writing must be clear before it can be good. (www.helpforschools.com)

The Gunning Readability formula, also known as the Fog Index, is a good tool for a public relations writer or marketing communicator. This is a simple way to measure the level of reading ease or difficulty for any piece of writing. (<http://www.buffalostate.edu/>)



Fog Index formula:

1. Take a sample of your writing. Count the words in several complete sentences until you have about 100 words. Divide the number of words by the number of sentences to get the average sentence length.
2. Count the words with three or more syllables. Don't count those that are capitalized or combinations of short, easy words (like bookkeeper or garbageman) or that are made three syllables by adding -ed or -es (like expanded or confesses). This gives you the percentage of "difficult" words from your sample.
3. Add the average sentence length and the number of words then multiply by 0.4.

The Gunning Fog Index measures the grade level for clear understanding of writing. We all learn to read more than difficult words before we understand them. Thus, the Fog Index level is usually two grades or higher than the reading ease grade level.



METHODOLOGY

Locale and Time of Study

The study was conducted at Kibungan National High School (KNHS) from November 2005 to February 2006 during the school year 2005-2006. KNHS is located at Poblacion, Kibungan (Figure 1). It is 62 kilometers away from Baguio City, the Summer Capital of the Philippines. The school was chosen because it is the only secondary school in Central Kibungan, which is the center of the municipality.

Respondents of the Study

The respondents of the study were the 79 graduating students of KNHS, Kibungan, Benguet.

Research Instrument

A survey questionnaire was used to collect the needed information about the KNHS students' perception on the effectiveness of the BSU leaflet as source of information for higher learning.

Data Collection

The researcher distributed survey questionnaires to the respondents. The researcher went from one section to another to personally guide and administer the questionnaires.





Figure 1. Map of Kibungan showing the location of the study



The respondents were given enough time to answer the questionnaire. The questionnaire was collected after the respondents answered.

Fig.1 shows the map of the study site.

Data Analysis

The data and information gathered from the respondents was interpreted using statistical methods such as percentage, frequency and ranking.

Readability of the BSU leaflet was tested using the FOG Index.

Fog index was used to measure the readability of the BSU leaflet. The different panels were tested and were resulted to different levels of readability. Table 1 shows the readability level

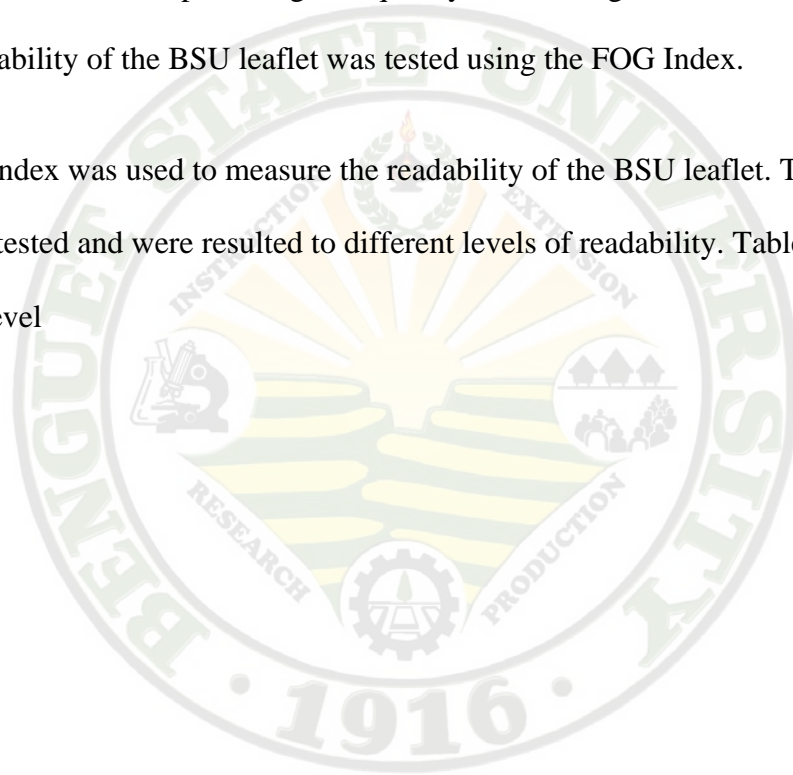


Table 1: Fog Index Readability Level

Fog Index	Reading Level by Grade	Magazine at this Level
17	College Graduate	
16	College senior	
15	College junior	
14	College sophomore	
13	College freshman	
12	High School Senior	Atlantic Monthly
11	High School junior	Time, Harpers
10	High School sophomore	Newsweek
9	High school freshman	Readers Digest
8	Eight grade	Ladies' Home Journal
7	Seventh grade	True Confession
6	Sixth grade	Comic Books

www.helpforschools.com



Fog Index for BSU leaflet column 1

“The Benguet State University (BSU) is one of the recognized six Centers of Excellence (COE’s) in Agriculture Education (CHED). It is also designated by CHED as the Regional State University in the Cordillera Administrative Region.

BSU started as a Farm School in 1916. On January 12, 1985 it gained a university status by virtue of PD2010. At present it has two satellite campuses in consonance with RA8292. These are BSU-Bokod campus, formerly known as Buguias-Loo Polytechnic College. On the main campus its nine colleges, two academic institutes and five research centers/institutes.”

Formula of getting the readability

$$\frac{\text{No. of words (100)}}{\text{No. of sentence (6)}} = \text{Ave. sentences} + \text{No. difficult words (8)} \times 0.4 = \text{FI (9.8)}$$

(underlined words)

Fog Index for Column 2

The university offers affordable undergraduate and graduate education in agriculture, education, forestry, health science, physical and social sciences, and the arts. It also offers short courses in selected fields such as agroforestry, entrepreneurial and automotive technology.

It is the only institution in the Philippines that offers curricular program in semi-temperate agriculture in view of its climatic condition. Indigenous knowledge are integrated in its academic courses and other function as is located in the cordillera where most of the people belong to cultural communities.



A total of 313 faculty members and 273 support staffs serve the university's average enrollment of 7,000 students per semester including foreigners.

100th word

No. of words (100)

No. of sentences (5) = Ave. sent. length (20) + No. of difficult words (25) x 0.4 = FI (18)

Fog Index for column 3

BSU is one of the key players in the national RDE networks particularly in vegetables root crops, ornamentals, plantation crops, biotechnology, socio-economics, policy, communication and extension.

There are other institutions within the campus that also provide assistance to or venue for research and training activities such as Highland Agriculture Resources Research and Development Consortium (HARRDEC), Department of Science and Technology (DOST) and Department of Agriculture (DA).

No. of words (100)

No. of sentence (3) = Ave.sent.length (33.3)+No. of difficult words (13) x 0.4 = FI (18.5)

Fog Index for Column 4

BSU is one of the few state universities in the country that recognize entrepreneurship as one of its functions. Thus, it is able to generate additional funds for its operation and at the same time to help its students to gain skills in managing a business. It produces fresh semi-vegetables, cutflowers, and a fruit such as strawberry. It also operates a food processing center and a bakery, which produce quality food products mostly from local crops, as well as maintains guestels for visitors.



No. of words (83)

No. of sentence (4) = Ave. sent. length (20.7) + No.of difficult words (12)x 0.4=FI (13.1)

Fog Index for Column 5

Benguet State University is located in Northern Philippines at Benguet Province in the Cordillera Administrative Region (CAR), where the world living cultural heritage Banaue Rice Terraces is found. The climate is usually foggy and cool (13 to 25 C) with six months wet and six months dry season.

The main campus is at La Trinidad valley, the strawberry capital of the country, about 1300 m asl and 256 km north of Manila, the capital city of the Philippines. The Buguias campus is at Loo valley, where vegetable terraces abound while the Bokod campus is at the foot of Mt.Pulag, the second highest mountain in the country.

No. of words (100)

No. of sentence (4) =Ave. sent. length (25) + No. of difficult words (5) x 0.4 = FI (12)



RESULTS AND DISCUSSION

Readability of the BSU leaflet

Fog index was used to measure the readability of the BSU leaflet. The different panels were tested and were resulted to different levels of readability. Table 2 shows the readability of the BSU leaflet. This shows that the BSU leaflet is suited from high school freshmen to college graduate.

Table 2: Readability of the BSU leaflet

Columns of leaflet	Fog Index	Level
Column 1	9.8	High school freshmen
Column 2	18	College Graduate
Column 3	18.5	College graduate
Column 4	13.1	College Freshmen
Column 5	12	High school senior

Respondents' Perception of Words Used in the Leaflet

Table 3 shows that about 47.14 % of the total respondents said that the words used are easy to understand, while only 2.85 % said it is quite difficult to understand

This is an indication that the words used in the BSU leaflet are not that much difficult to understand by the reader. Most (47.14) of the respondents were not hard up to understand the words used in the leaflet. Note that in making leaflet, it is best to use simple words and not to use jargon and legalistic words.



Table 3: Respondents' perception on words used in the leaflet

Characteristics	Frequency(n)	Percentage
Words used are:		
quite easy to understand	33	47.14
easy to understand	24	34.28
quite difficult to understand	11	15.71
difficult to understand	2	2.85
TOTAL	70	100

Respondents' Perception of Information Presented in the Leaflet

Of the respondents surveyed, 54.28 % said that information is well discussed, while 10% indicated that info on BSU leaflet is not enough.

This shows that most of the respondents viewed that the information in the BSU leaflet are discussed and elaborated well.

Table 4: Respondents' perception on the information presented in the leaflet

Characteristics	Frequency (n)	Percentage (%)
Info is well discussed	38	54.28
Info on BSU is well elaborated	18	25.71
Info is not well elaborated	7	10
It is not enough	7	10
TOTAL	70	100



Respondents' Initial Perception of the Leaflet

Table 5 shows that 47.14% of the respondents viewed the BSU leaflet as interesting, 45.71% viewed it as attractive, while 7.14% viewed it as boring.

This result shows that almost half of the respondents were interested about the information presented in the leaflet. It was noted that few people flipped over the leaflet to see the other panels (www.ilcaonline.org, 2006). It is important that the leaflet should look interesting and attractive at the first glance so that readers are urged to continue reading.

Table 5. Respondents' initial perception of the leaflet

Characteristics	Frequency(n)	Percentage (%)
It is interesting	33	47.14
It is boring	5	7.14
It is attractive	32	45.71
TOTAL	70	100

Influence of the BSU leaflet

Considering the aims of a leaflet to increase knowledge and understanding, correct misunderstanding, raise awareness about a service/institution and to give instruction, there are still limitations especially in changing attitude and behavior. (www.ilcaonline.org, 2006)

With regards to the influence of the BSU leaflet, table 6 shows that majority (62.85%) of the respondents answered it made them think about considering BSU as a future school for further study, while 37.14% answered that they were encouraged to



enroll in BSU for higher learning. This indicates that many of the respondents were convinced to enroll in BSU. Majority (62.85) answered it made them think about considering BSU as a future school for further study. Some said that they were not able to take the entrance exam. And it is remarkable to note that no one answered that they were not interested or discouraged to enroll in BSU.

Table 6: Influence of the BSU leaflet

Characteristic	Frequency(n)	Percentage (%)
It made me think about considering BSU as future school for college education	44	62.85
I am encouraged to enroll in BSU	26	37.14
TOTAL	70	100

Information Needs

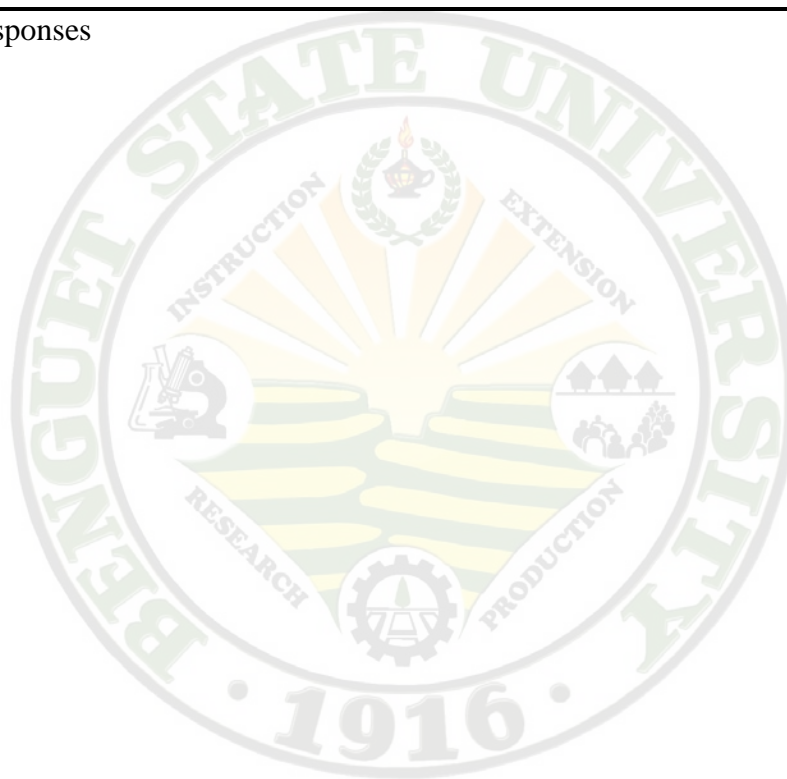
Table 7 shows the information that respondents want to be included in the BSU leaflet. Majority (75.71%) of the respondents answered and asked about other courses that may not have been listed in the leaflet. Many of them said that they really wanted to enroll in BSU but their dream courses are not in BSU, like commerce, dentistry, civil engineering and others. Other information that the respondents wanted to be placed in the leaflet are the following: rundown of the matriculation fees in the university, requirements for enrolling, and scholarships.



Table 7: Information Needs

Characteristics	Frequency (n)	Percentage (%)
Additional offered courses	53	75.71
Rundown of the matriculation fees in the university	32	45.71
Scholarships	25	35.71
Requirements for enrolling	20	28.57

*Multiple responses



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study on the effectiveness of the BSU leaflet to graduating students of Kibungan National High School was conducted to determine if the BSU leaflet is an effective material in providing information about the university to prospective students; to determine if the BSU leaflet influenced the respondents to consider enrolling in BSU; and to enumerate the information needs of the respondents about BSU that was not included in the BSU leaflet.

The researcher used a survey questionnaire to gather the needed information. Data gathered was analyzed using statistical methods such as frequency, percentage and ranking.

Readability of the BSU leaflet was based on the Fog Index.

Results showed that most of the respondents answered that the words used in the BSU leaflet are easy to understand and the information presented in the leaflet is also elaborated and well-presented. However few claimed that it is not well-elaborated and it is not enough. They also said that BSU leaflet is interesting and attractive. Most of the respondents answered that The BSU leaflet made them think about considering BSU as a future school for further study. And some also answered that they were encouraged to enroll in BSU. The leading information that the respondents wants to be included in the leaflet is the additional offered courses, rundown of the different matriculation fees in the university, scholarships, and the requirements for enrolling.



Conclusion

Based on the findings, the following conclusions were derived.

1. BSU leaflet has an average readability level suited for a High School freshman
2. BSU leaflet is claimed to be interesting and attractive.
3. BSU leaflet have few difficult words that are not easily understood by some graduating high school students
4. BSU leaflet is an effective material in disseminating information about the university, especially for students who are looking for school to enroll in for their college studies.
5. Information that was not included in the leaflet are additional offered courses, rundown of the matriculation fees paid in the university, scholarships and requirements for enrolling.

Recommendations

Based on the conclusions, the following recommendations are formulated.

1. BSU leaflet should maintain its feature as interesting and attractive.
2. BSU leaflet should maintain using words that are easy to understand and should make those other words more simplified for better understanding.
3. BSU leaflet should include more information about the university like the additional offered courses, rundown of the matriculation fees in the university, scholarships, and requirements for enrolling.



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APPENDICES

Benguet State University
COLLEGE OF AGRICULTURE
Department of Extension Education
La Trinidad, Benguet

MR. GEOFFREY PALAO-AY SR.

The Principal
Kibungan National High School

Sir:

Warm Greetings!

I am Charlene a. Olanio, a fourth year student of BS in Development Communication at Benguet State University. I am presently conducting my Undergraduate Thesis (DevC200), titled "Assessment of the Benguet State University Leaflet to Graduating Students of Kibungan National High School"

In this regard, please allow me to conduct a survey among the fourth year students in your school.

Thank you very much and I'm looking forward for your approval.

Respectfully yours,

CHARLENE A. OLANIO

Researcher

Noted:

SHERYL I. FERNANDO

Adviser



SURVEY QUESTIONNAIRE

I. Student's profile

Name: _____ Respondent No. _____
 Sex: _____ Male _____ Female

II. Understanding the BSU leaflet

(Put a checkmark and choose only one)

1. What can you say about the words used in the BSU leaflet?

- Words used are quite easy to understand
 Words used are easy to understand
 Words used are quite difficult to understand
 Words used are difficult to understand
 Others (pls.specify) _____

2. What can you say about the content of the BSU leaflet?

- Information is well discussed
 Information on BSU is elaborated
 Information is not well elaborated
 Not interesting
 It is not enough
 Others (pls. specify) _____

III. Influence of the BSU leaflet.

1. At first view/glance of the leaflet, what can you say?

- It is interesting
 It is boring
 It is attractive
 Others (pls.specify) _____



2. What can you say after reading the BSU leaflet?

I am encourage to enroll in BSU

I am discourage to enroll in BSU

I am not interested

It made me think about considering BSU as a future school for college education

Others (pls.specify) _____

IV. Information Needs

(You may check more than one)

1. What information do you want to be included about BSU that was not included in the BSU leaflet?

Additional offered courses

Rundown of the matriculation fees in the university

Requirements in enrolling

Scholarships

Others (pls.specify) _____

