

BIBLIOGRAPHY

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ABSTRACT

This study characterized the Kalanguya farmers and listeners of BSU-On-The-Air program, determined the listeners' attitude towards BSU on the Air, determined the listeners' perceptions towards BSU on the Air, determined the information gained by the farmers from BSU on the Air, enumerated the information needs of listeners, and determined the suggestions and comments of the listeners about the program. An interview schedule was used in gathering information from 45 respondents. Data gathered were illustrated in tables and analyzed using descriptive statistics such as percentage, frequency counts and ranking.

The respondents who were Kalanguya farmers and listeners of BSU-On-The-Air program were from different ages, both males and females, were either married or single and all had formal education.

Respondents had positive attitude and favorable perception towards the program. Majority claimed that they gained wide-ranging information aside from agriculture-related information from the program and they needed more information on agriculture specifically on how to control pests and diseases infesting their crops.

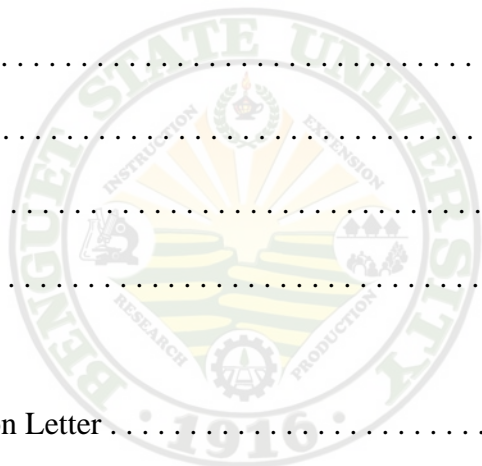
The study recommends that Benguet State University should continue the airing of BSU-On-The-Air program since it is serving its purpose to bring viable agricultural information even to far flung communities and look into the possibility of extending the length of the program. In addition, it is recommended that more studies on the listeners' attitudes and perceptions on the BSU-On-The-Air program should be done in some other rural farming communities where the program could be accessed and the program should have its own monitoring and evaluation system since these are necessary activities in a project management cycle.



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INTRODUCTION

Rationale

One of the four-fold functions of Benguet State University is Extension which aim is to disseminate mature and commercially viable technologies to all sectors of the society. To fulfill this goal, a radio program dubbed as “Mannalon: Namnama ti Pagilian” (Farmers: The Hope of The Nation) came to existence. The program was first heard over the radio station DZWT on January 14, 1997 and was jointly funded by Benguet State University, Department of Agriculture-CAR, Department of Agrarian Reform (DAR)-Benguet Province and NOVARTIS, a private chemical company.

In, 1999, due to wide acceptance of the radio program shown by listeners through phone calls, letters and personal visits to the BSU Extension office, its airing was continued with the new name BSU Agri-School on the Air. It was in 2001 that the University decided to solely fund the program and had given the name “BSU on the Air” which is its title at present.

In November 8, 2002, BSU on the Air was awarded second place in the Professional Media Award, Broadcast category by the Philippine Council for Agriculture, Forestry and Natural Resources and Development (PCARRD), Department of Science and Technology (DOST).

In October 2005, the anchorperson, Prof. Silvestre L. Kudan started receiving queries through text messages. More than 17, 300 text messages were received from the program’s listeners. The commonly asked queries were on what pesticide and fertilizer were to be applied to certain plant diseases (Kudan, 2009).



For more than 12 years of airing, the program has been disseminating timely agricultural technologies and other related issues such as in environment, health and sanitation, values formation and education. This is supported by previous researches conducted by some students who did surveys on the listenership, attitudes towards and perceptions on BSU-On-The-Air among listeners in some areas in the province.

The wavelength of DZWT which is the home station of BSU on the Air can reach all the municipalities of Benguet, some parts of Mountain Province, Nueva Vizcaya and Region II and most parts of Region I. Also some parts of Ifugao including the Municipality of Tinoc which is

Since the farmers who are referred as “the backbone of the nation” are the major listeners of BSU on the Air, it is pertinent to determine their attitudes towards and their perceptions on the program. There is a need for this study for its results may help in the monitoring and evaluation of the program and in finding out the strengths and weaknesses of the program.

Statement of the Problem

The aim of this study is to know the attitudes and perceptions of the farmers of the three barangays namely Pobalacion, Ap-apid and Impugong of of Tinoc, Ifugao.

Specifically, the study aims to seek answers to the following questions:

- 1) What are the socio-demographic profiles of the listeners?
- 2) What are the listeners’ attitudes towards BSU on the Air?
- 3) What are the listeners’ perceptions towards BSU on the Air?
- 4) What information do the farmers learn from BSU on the Air?



5) What are the information needs of the listeners?

6) What are the suggestions and comments of the listeners towards the BSU- On-The Air?

Objectives of the Study

The study was conducted to:

1. characterize the listeners of BSU on the Air;
2. determine the listeners' attitude towards BSU on the Air;
3. determine the listeners' perceptions towards BSU on the Air;
4. determine the information gained by the farmers from BSU on the Air;
5. enumerate the information needs of listeners; and
6. Determine the suggestions and comments of the listeners about the program.

Importance of the Study

Results of the study may serve as reference for the BSU on the Air in improving the program according to the suggestions and comments of their listeners. It may also serve as reference to students who will be conducting the same or related research.

Scope and Limitation of the Study

The research focused on the respondent's profile, attitudes and perception towards BSU on the Air, information gained from the program, information needs, the respondents' comments and suggestions about the program. The study did not include the listenership profile of the respondents.



REVIEW OF LITERATURE

Profile of Listeners

Allan (2007) in her study found out that 100% of her respondents listened to the radio to get information on agriculture or current vegetable prices. Majority of her respondents were female and most respondents belonged to the age of 40 years old and below. Seventy-seven percent (77%) of them were married; farming was the main source of livelihood.

Pocdo (2003) in her findings said that the listeners of BSU on the Air were farmers who were either female or male, belong to the different age bracket, single, married, widower and were literate.

In the study of Laguiwey (2000) entitled Gender Issues Affecting the Development of Rural Families in Tinoc, Ifugao, out of her 48 respondents, 43.75% fall within the age bracket of 31-40 years old. The youngest was 22 years old and 62 years old was the oldest. Seventy one percent were female and only 29 % were male. As to educational attainment, 6.25% of the respondents were illiterate, 54.17% finished elementary; 33.33% completed high school; and 6.25% finished a college degree. All her respondents (100%) belonged to the Kalanguya tribe and have farming as their major source of income; 64.85%, piggery production; 33.33% buy and sell; and 18.17% carpentry.



Attitude

Attitude is defined in the Wikipedia (2009), as a hypothetical construct that represents an individual's degree of like or dislike for an item. Attitudes are generally positive or negative views of a person, place, thing, or event-- this is often referred to as the attitude object. People can also be conflicted or ambivalent toward an object, meaning that they simultaneously possess both positive and negative attitudes toward the item in question. Merriam Webster's On Line Dictionary defines attitude as a mental position with regard to a fact or state (a helpful attitude) and a feeling or emotion toward a fact or state.

According to Pocdo (2003) listeners had a positive attitude towards BSU-On-The-Air. Findings showed that multiple responses of the respondents was an indicator that topics were helpful to their farming activities and also in improving their livelihoods. Sixty percent of the respondents said they would support the program by practicing the topics aired; 52% by listening to the program and 24% by recommending it to others.

The study of Paulino (2009) farmers in Madaymen, Kibungan favored the topics aired by BSU-On-The-Air. Majority (72%) claimed that it was through the topics aired in the program that they were able to improve their production of crops and 25% said topics aired helped them achieve better quality of living.

Perception

In the study of Pocdo (2003) farmers in barangay Pacso, Kabayan, Benguet claimed that BSU on the Air program is helpful. The reasons why the respondents said



that the program was helpful; 86% said it introduced new technology in farming; 58% said it helped increase productivity and 10% said because topics were new.

According to Palayen (2007) 60% of her respondents who were farmers in Baculongan Sur perceived that the host of “Boses Ti Farmers” program was good in delivering his topic because he is witty and humorous. Majority (94%) of the respondents claimed that the topics discussed were beneficial to them.

Information Gained

Paulino (2003) found out that 58% radio listeners in Barangay Palina, Kibungan, Benguet get news and public service announcement, 24% said they acquire information on agriculture and 18% says on livelihood. In the study of Apilado (1981) as cited by Pocdo (2003) 24% said that radio gives educational information. He also found out that the farmers claimed that radio broadcasts are reliable sources of local events.

Information Needs

In Barangay Lusod and Barangay Tawangan, Kabayan, Benguet, 75% of the residents needed information on agriculture-related information because 755 of the residents are farmers. New information on technologies especially in terms of farming or agriculture was the information need of 35% respondents and 10% on politics (Abag, 2005).

In Alno and Bahong, La Trinidad, Benguet in the study of Onnon (2005), 100% of the respondents claimed that they needed information on pest and disease control in cut flowers; 64% on fertilization for cut flowers and 35% on farm management.



In the study of Palayen (2007), 82% among the vegetable farmers in Baculongan Sur claimed that they need further information in general agriculture and 40% said they need topics in swine production to be tackled.

Suggestions and Comments

Atiwag (1999) on her study about the Listenership of Benguet State University-AgriSchool On the Air Program in Lengaoan, Buguias (1997-1998), 20 respondents (66.67%) suggested that the program be lengthened to 30minutes and 10 respondents (33.33%) suggested the time of airing be back to its original time which was 5:45 a.m (the time of airing at the time of her study was 5:10a.m). On her study, she has recommended that BSU-AgriSOA which is BSU-On-The-Air at present should conduct regular surveys of subjects to be tackled in the program in areas which are reached by the airwaves of DZWT.



METHODOLOGY

Locale and Time of Study

The municipality of Tinoc is being inhabited by people called Kalanguya (Fig. 1 and 2.). The total population in the area is 12,045 coming from 1,680 households. This is according to the latest survey conducted by the National Statistics Office in 2007. The total land area is 33,384 hectares and is situated near three provinces: Benguet in the South, Nueva Viscaya in the west and Mountain Province in the East. There are twelve barangays in the municipality, all of which can be reached by the wavelength of DZWT, the home station of BSU on the Air. However, this study will be conducted in three agriculture-based barangays namely, Impugong, Poblacion and Ap-apid.

Tinoc is basically an agricultural municipality because of its topography and temperature climate condition. Has an agricultural area about 5,802 hectares. Farmers' crops in are beans, sweet peas, cabbage, chinese cabbage, carrots, potatoes and other more.

This study was conducted on the month of January and February, 2010.

Respondents of the Study

Forty-five respondents of the study were chosen through purposive quota sampling with the following criteria:

1. Respondent should be a farmer
2. Should be a listener of BSU on the Air (for at least more than a year) and
3. Should be a Kalanguya.





Figure1. Map of Ifugao showing the location of Tinoc



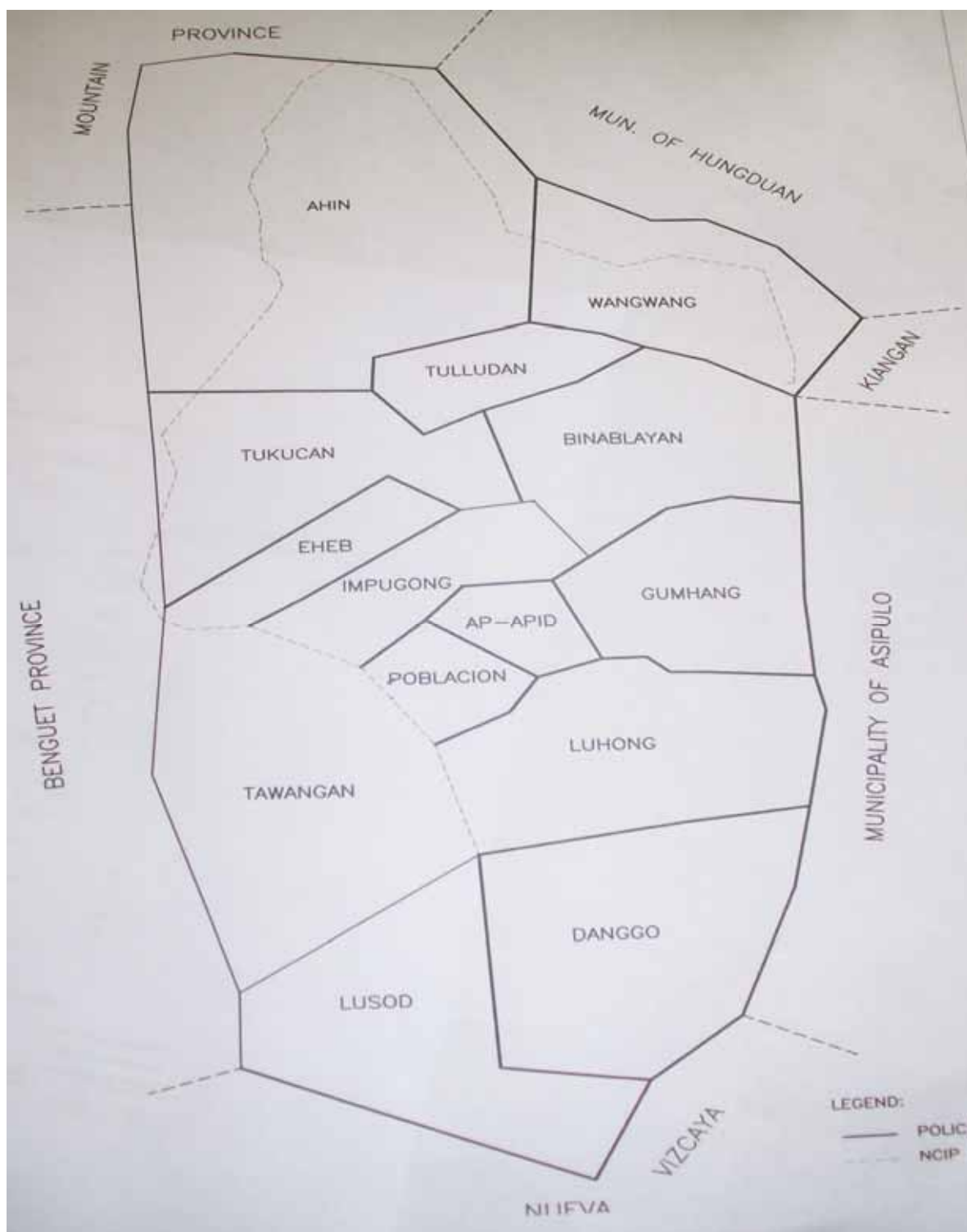


Figure 2. Map of Tinoc, Ifugao showing the location of Barangays Ap-apid, Impugong and Poblacion



Data Collection

The researcher used focused group discussion and personally conducted an interview schedule to each of the respondents to ensure that full information needed were gathered with the use of an updated instrument which was used by Pocdo on her research in 2003.

Data Gathered

Data gathered were the characteristics of the respondents, respondents' attitudes toward and perceptions on BSU on the Air, respondents' information needs, farmers' suggestions and comments and their overall rating or evaluation of the program.

Data Analysis

The data gathered from the respondents were tabulated, illustrated in tables and analyzed using descriptive statistics such as percentage, frequency counts and ranking.



RESULTS AND DISCUSSION

Socio-economic Profile of the Respondents

The study had 45 respondents who were purposively chosen.

Table 1 presents the socio-economic characteristics of the respondents according to age, civil status, sex and educational attainment.

Age. Among the 45 respondents, 15 (33.33%) belonged to the age bracket 21-30 while 24.44% fell within the age bracket 31-40. Seventeen years old was the youngest and 60 years old was the oldest.

Civil status and Sex. In terms of sex, 53.33% of the respondents were male while 46.67% were female. As to civil status, majority (80%) of the respondents was married and 20% were single. The result shows that there is a slight difference in the number of male and female engaged in farming. This result is similar to the study of Allan (2007) where 77% were male.

Educational attainment. Findings show that 42.22% among the 45 respondents reached high school level, 31.11% have been to college while 26.67% said to have reached elementary level. This shows that all the respondents had formal education thus they are literate.

Results show that the farmers and listeners of BSU-On-The-Air program were from different ages, both males and females, were either married or single and had formal education.



Table 1. Profile of the respondents

CHARACTERISTICS	NO. OF RESPONDENTS	PERCENTAGE (%)
Age		
20 and below	3	6.67
21-30	15	33.33
31-40	11	24.44
41-50	10	22.22
51-60	6	13.33
TOTAL	45	100
Sex		
Female	21	46.67
Male	24	53.33
TOTAL	45	100.00
Civil Status		
Single	36	80.00
Married	9	20.00
TOTAL	45	100
Educational Attainment		
Elementary level	12	26.67
High School level	19	42.22
College level	14	31.11
TOTAL	45	100

Attitudes Towards BSU-On-The-Air

Topics aired. Table 2 shows the reasons why all the respondents were in favor of the topics aired. Majority (84.44%) claimed that topics were relevant to their information needs especially in their need for agriculture-related information; 25 (55.56%) said it provided answers to their questions; and 33.33% said that topics aired were interesting and enabled them to produce better quality of crops.



Table 2. Reasons for favoring the topics

REASONS	FREQUENCY	PERCENTAGE
	N=45	
Topics are relevant information needs	38	84.44
It provides answers to questions	25	55.56
Topics are interesting	15	33.33
It enables the farmers to produce better quality of crops	15	33.33

*Multiple responses

Findings were identical with the result of Pocdo's (2003) study, where 64% stated that the topics aired enabled the farmers to produce better varieties of crops and 56% that it helped people to achieve better living.

The study of Paulino (2009) substantiates this result. Farmers in Madaymen, Kibungan favored the topics aired. Majority (72%) claimed that it was through the topics aired in the program that they were able to improve their production of crops and 25% said topics aired helped them achieve better quality of living.

Respondents favored the topics being aired because most of the agricultural tips and practices aired were applicable in their farms. Table 3 shows that all the respondents claimed they were applying the tips and practices in their farm activities and their reasons for applying the tips and practices were: to increase productivity (68.85 %); it enabled them to produce better quality of crops (35.56%); 17.78 % they experimented and 8.89% said their reason was to lessen expenses in farm inputs.



Table 3. Reasons for applying aired agricultural tips/practices in their farm

REASONS	FREQUENCY	PERCENTAGE
To increase farm productivity	31	68.89
It enables us to produce better quality of crops	16	35.56
For experiments	8	17.78
To lessen expenses in farm inputs	4	8.89

*Multiple responses

Results show that farmers had various reasons for applying the tips and practices they heard from BSU-On-The-Air in their farm.

Table 4 shows the tips or practices which were applied by the respondents. Thirty-four respondents (75.56 %) said they have applied natural/organic farming practices, 46.67% pest management practices and 33.33% tips on planting method such as soaking of carrot seeds for a night before planting them because it speed up the carrot seed to germinate.

Farmers claimed during the interview that the practices which they have applied were appropriate in their farms.

Results show that majority of the farmers adopted and applied the practice of natural or organic farming practices and other practices being aired by BSU-On-The-Air program.



Table 4. Tips/practices which were applied by the respondents

TIPS/PRACTICES	FREQUENCY	PERCENTAGE
Natural/Organic farming practice	34	75.56
Pest management	21	46.67
Planting method	15	33.33

*Multiple responses

Support to the program. All the respondents were willing to support BSU-On-The-Air program. Table 5 shows that majority (93.33%) of the respondents said they will continue listening to the program, 32 (77.78%) said another way of showing their support is through practicing the knowledge and skills learned while 33.33% said they will recommend it to others.

Results of this study corroborate the result of Pocdo's (2003) study on the ways how the farmers in Pacso, Kabayan, Benguet would support the program. Sixty-six percent of the respondents said they would support the program by practicing the topics aired; 52% by listening to the program and 24% by recommending it to others.

One way of supporting the BSU-On-The-Air program is through recommending it to others. Among the 45 respondents, there were nine who did not recommend the program to others while majority (80%) did. Table 6 shows the respondents' reasons for recommending and not recommending BSU-On-The-Air to others. Twenty-eight among the 36 who recommended the program said that they did it so that others will gain knowledge on farm management. Seventeen said it was because they exchanged



Table 5. Respondents' ways to support the program

WAYS OF SUPPORTING	FREQUENCY N=45	PERCENTAGE
By listening	42	93.33
By practicing the knowledge and skills learned from the program	35	77.78
By recommending it to others	15	33.33

*Multiple responses

Table 6. Reasons of recommending and not recommending the program to others

REASONS	FREQUENCY N=45	PERCENTAGE
For recommending	(n=36)	80
So that they will gain knowledge in farm Management	28	77.78
We exchange information with other	17	47.78
So that they can increase their productivity	10	27.78
So that they can recommend it to others	5	13.89
For not recommending	(n=9)	20
No reason given	4	44.44
Signal is not clear in their area	3	33.33
Never thought of it	2	22.22

*Multiple responses



information with each other especially during "dah-ngah" and "obbo". These were activities where they helped each other in their farm activities such as cleaning and plowing of farm, planting and harvesting.

The reasons of nine respondents who said they have not recommended the program to others were: signal was not clear in their area (33.33%); never thought of the idea (22.22%) while 44.44% were not able to give their reason.

Perceptions on the Program

Topics aired. Table 7 shows the perception of respondents towards the topics aired. Majority said topics aired were beneficial to them since the topics aired were informative (88.89%) and the rest said topics aired can be practiced in the locality.

Farmers said that some of the topics aired were not applicable in their locality and in their farms like topics about strawberry, lowland/dry land growing of rice and other topics. But they claimed they gained knowledge anyway.

Respondents claimed that the program was important to them. Table 8 shows the reasons given by the respondents for saying so. Almost two-thirds claimed that it gives them helpful and applicable agriculture-related information and 35.56% said the program answers their information needs.

This finding confirmed that the program was therefore important and the main aim of the program which is to disseminate agriculture information to the farmers especially in far flung areas was met.



Table 7. Perceptions about the topics aired

PERCEPTIONS	FREQUENCY	PERCENTAGE
	N=45	
Topics aired were informative	40	88.89
Topics aired can be practiced in the locality	38	84.44

*Multiple responses

Table 8. Reasons why the program was important

REASONS	FREQUENCY	PERCENTAGE
Answers information needs of farmers	16	35.56
Gives helpful and applicable information	29	64.44
TOTAL	45	100

In the study of Pocdo (2003), 14 respondents responded that the program was important. Thirty-two percent said it was because it educated them on farm management and 4% claimed it gave additional knowledge.

All the respondents said that the program was helpful to them and this was one of the reason they favored the topics aired. Table 9 presents the reasons of the respondents. Majority (77.78 %) said that the program introduced new technologies in farming and more than one-half said it helps them increase their farm productivity. Other reasons given were: increases awareness on God's creation (20%), topics aired are new (13.33%) and it answers questions of farmers (2.22%).



Table 9. Reasons why the program was helpful

REASONS	FREQUENCY	PERCENTAGE
	N=45	
It introduces new technologies in farming	35	77.78
It helps increase productivity	26	57.78
Increases awareness on God's creation	9	20.00
Topics aired are new	6	13.33
Answers questions of farmers	1	2.22

*Multiple responses

Respondents also claimed that the program helped them in their farming activities. Table 10 shows that 73% claimed that their natural/organic farming practices were aided; pest management, 55.56 %; planting method. 48.89 % and 20 % claimed their activities in crop rotation.

Findings of Paulino (2009) supports the result of this study. Her study showed that the farming activities of farmers in Madaymen, Kibungan which were improved were: 58%, planting method; 55%, pest management and 28% on their crop rotation activities.

Results imply that the topics being aired by the program aided and helped improve farm activities of farmers who listened to BSU-On-The-Air program.

The respondents perceived several effects of BSU-On-The-Air in their community. Table 11 presents the frequency, percentage and rank of their perceived effects. More than half (53.33%) of the respondents said that the program helped



Table 10. Helped in farming activities

FARMING ACTIVITIES	FREQUENCY	PERCENTAGE
Natural/ Organic farming practices	33	73.33
Pest management	25	55.56
Planting method	22	48.89
Crop rotation	9	20.00

*Multiple responses

decrease problems in their farm; this, according to them was through the information being imparted by the program, their knowledge on how to manage pests, crop diseases are being increased. Almost half (46.67%) claimed that community people were informed on then different techniques of crop production. Sixteen respondents said the program influenced the community to apply organic farming practices in their farm.

Farmers admitted though that they just apply some of the organic practices alongside with pesticides and insecticides in their growing their crops because they claimed that to apply natural farming in wide vegetable farms was risky, not easy and they lack enough knowledge.

Results imply that though BSU-On-The-Air program disseminates good agricultural information, the decision of applying it relied on the farmers.

Respondents were also asked about their perception whether BSU-On-the-Air contributed to their success. All the respondents said that the program contributed to



Table 11. Perceived effects of BSU-On-The-Air to the community

EFFECTS	FREQUENCY N=45	PERCENTAGE	RANK
Decrease problem in farm management	24	53.33	1
Community people were informed on the different techniques of crops production	21	46.67	2
Influenced listeners to apply organic farming	16	35.56	3
Increase crop yield/productivity thus helped us have higher income	9	20	4

*Multiple responses

their success in terms of practicing agriculture but there were 5 who were not able to give an exact answer because they just said "On nahmo" (May be). Table 12 presents the ways mentioned by the respondents on how the program contributed to their success. Twenty-nine respondents (64.44%) claimed it was through disseminating applicable information which of course the respondents applied in their farms; 15.56%, through answering their questions, 8.89% claimed through the tips on natural farming that helped them lessen their expenses in farm inputs.

Results imply that BSU-On-The-Air program contributed in the success of the farmers listening through disseminating relevant agricultural information.

Time of airing. Table 13 shows that majority (84.44 %) of the respondents said the time of airing of BSU-On-The-Air which is 5:30-5:45 A.M is appropriate while 15.56



Table 12. Perceptions of respondents on how BSU-On-The-air contributed to their success

PERCEPTIONS	FREQUENCY	PERCENTAGE
Through disseminating applicable information	29	64.44
Through answering their questions	7	15.56
No answer	5	11.11
Tips on natural farming helps them lessen expenses in farm inputs	4	8.89
TOTAL	45	100

% claimed the time to be too early. Respondents who claimed the time was too early reasoned that their usual wake up time if tired from work is 6:00A.M.

Length of program. Table 13 presents the perceptions of respondents on the length of program which is 15 minutes. Thirty-nine (86.67%) respondents claimed the length of program to be too short and 13.33% said it was appropriate. Majority of the respondents answered that 15 minutes is too short for the program since according to them, almost all the topics are always being cut and takes a lot of days to finish a single topic and sometimes what happens is only the question was being aired by the anchor in that span of minutes.

Program host. Respondents' perceptions on the program host, Dr. Silvestre Kudan "Bassit A Lakay" were shown in Table 13. Majority of the respondents said the host was good in delivering messages (77.78%) and 42.22% said he was good in translating technical terms into simple words or layman's term. They also added that he



Table 13. Perceptions of respondents towards time of airing, length of program and program host

PERCEPTIONS	FREQUENCY	PERCENTAGE
Time of airing (5:30 to 5:45 A.M)		
Too early	7	15.56
Appropriate	38	84.44
TOTAL	45	100
Length of program (15minutes)		
Too short	39	86.67
Appropriate	6	13.33
TOTAL	45	100
Host of the program (Dr. Silvestre Kudan)		
Good in delivering messages	35	77.78
Good in translating technical terms into simple words	20	42.22
TOTAL		100

speaks at moderate pace and is a reliable source of information since he is practicing what he aired over the program.

Overall rating/evaluation of BSU-On-The-Air. Respondents' rating of the program is shown in Table 14. Majority (75.56%) claimed that the program was very good or was helping a lot while 24.44% said it was good or helping some. According to those who rated the program good, it was because some of their co-farmers in the municipality were



not being reached by the frequency of the station where the program is and because some are not yet aware about the existence of the program.

Information gained

Table 15 shows the information listeners gained from the program. Majority of the respondents, (95.56%) claimed good agricultural practices as the number one information they gained from the program. Twenty-nine respondents also gained Bible teachings; 53.33%, information about social issues such as topic about the history and cases of suicide in the country and in Benguet in particular; 42.44%, heard programs of BSU being promoted where the program helped inform the listeners about the courses offered, requirements and schedules of qualifying examination in the university and 28.89% gained information on animal production.

This corroborates the study of Pocdo (2003) where the respondents ranked farming practices as number one information gained followed by animal production then food production as information gained from the program.

Findings then imply that BSU-On-The-Air program is truly meeting the needs of farmers in agricultural information.

Comments and Suggestions of the Respondents

Generally, all the respondents said that they were helped by the program in their farm activities since it was one of their major sources of information. Since majority of the respondents favored the topics aired, said the time of airing was appropriate and claimed that the program helped them in their farming activities, only few gave specific



Table 14. Overall rating/evaluation of BSU-On-The-Air

RATING	FREQUENCY	PERCENTAGE
Very good (helping a lot)	34	75.56
Good (helping some)	11	24.44
TOTAL	45	100

Table 15. Information gained by respondents

INFORMATION GAINED	FREQUENCY	PERCENTAGE
Good agricultural practices	43	95.56
Bible teachings	29	64.44
Social Issues	24	53.33
Programs of BSU being promoted	19	42.22
Animal production	13	28.89
Food production	6	3.33
Ornamental production	2	4.44

*Multiple responses

suggestions and comments.

Respondents commented in Kalanguya that the program was helpful to them and it was good because it used Ilocano as its medium and the time of airing was appropriate. They added that they were thankful because the program answered their questions. The



respondents said they had problem regarding the signal of the station which was sometimes weak and Chinese station takes its place.

For the suggestions for improvement, most of the respondents requested that the program be at least 30 minutes or 1 hour if possible to accommodate more topics and questions. They also said that topics must be continues and the program should discuss more topics on health and nutrition and they added that speakers should always talk on their line of specialization.

Information Needs of Respondents

Table 16 presents the information needs of the respondents. Majority indicated that they were in need of more information in agriculture which included pests and disease control in their crops. Others needed more information on more organic/natural farming lectures, good varieties of seeds for planting, how to lobby for price control and marketability of organic products. Respondents said that they wanted to know how they can appeal that there will be control on the prices of vegetables to avoid lost on their part.

Respondents also ranked vegetables' pests and disease control as their greatest information need because of their current problems on club root, the yellowing of carrot's leaves "kamapitay ta karot tan kamadlas e bulong to takon bah-ba pay e bulan to" and the rotting of the carrot before harvest time.

This result was supported by the study of Abag (2005) where 75% respondents in barangays Lusod and Tawangan, Kabayan, Benguet needed agriculture-related information because 755 of the residents were farmers. In addition, 82% of vegetable



farmers in Baculongan Sur, Buguias, needed further information in general agriculture, Palayen (2007).

Results imply that the need of vegetable farmers for agricultural information never stopped.

Table 16. Information needs of respondents

INFORMATION NEEDS	FREQUENCY N=45	PERCENTAGE
Vegetables' pests and diseases control	32	71.11
Health and Nutrition	9	20.00
Other possible livelihood	4	8.89
More organic/natural farming lectures	11	24.44
Good varieties of vegetable seeds for planting	2	4.44
How to lobby for price control	2	4.44
Marketability of organic products	2	4.44
Herbal medicines	1	2.22

*Multiple responses



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study on the Attitude towards and perceptions on 'BSU-On-The-Air' of Kalanguya farmers in Tinoc, Ifugao characterized the listeners, determined the listeners' attitude towards and their perceptions on the program. It determined the information gained by the listeners and their comments and suggestions for the improvement of the program. Also, it enumerated the information needs of the respondents.

Interview schedule and focused group discussion were used in gathering the information from 45 respondents who are farmers and listeners of BSU-On-The-Air program. The questions were translated into Kalanguya to facilitate understanding between the researcher and respondents. The study was conducted from January to February, 2010. Data gathered were analyzed and interpreted using descriptive statistics such as frequencies, percentages and ranking.

There was a slight difference between the number of female and male but majority were married. Fifty-eight percent of the respondents fell within the age range 21-40 and all the respondents had their formal education.

All the respondents said that the program was important, helpful and beneficial to them thus they claimed they put into practice what they heard and learned from the BSU-On-The-Air. With regards to the time of airing, majority (84.44%) said the program's time of airing which is 5:30-5:45 A.M was appropriate while 39 (86.67%) respondents said that 15 minutes length of program to be too short. Information gained by respondents from the program were good agricultural practices, Bible teachings, social issues and



programs of BSU being promoted. Respondents' number one information need was how to control pests and diseases infecting their crops.

Conclusions

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

- 1) The listeners had positive attitudes toward the program.
- 2) Perceptions of respondents on the topics, time, duration and host were favorable.
- 3) Respondents gained wide-ranging information aside from good agricultural or farming practices from the program.
- 4) Respondents needed more information on agriculture specifically on how to control pests and diseases infesting their crops.
- 5) The respondents had generally good comments.

Recommendations

From the results and conclusions, the following are recommended:

- 1) Benguet State University should continue its airing of BSU-On-The-Air and look into the possibility of extending the length of the program.
- 2) More studies on the listeners' attitudes and perceptions on the BSU-On-The-Air program should be done in some other rural farming communities where the program could be accessed since its main stakeholders are the farmers and determine their information needs. It is to be done also to gather more suggestions from listeners on how to continually improve the program.



3) For twelve years of airing, the program still does not have its monitoring and evaluation team up to present. Thus, the program should have its own monitoring and evaluation system since these are necessary activities in a project management cycle.



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APPENDIX A

Communication Letter

Benguet State University
College of Agriculture
DEPARTMENT OF DEVELOPMENT COMMUNICATION
La Trinidad, Benguet

January 27, 2010

HONORABLE LOPEZ PUGONG, SR.
Municipal Mayor
Tinoc, Ifugao

Sir:

Greetings!

I am a fourth year student of Benguet State University taking up BS in Development Communication majoring in Community Broadcasting under the College of Agriculture.

As part of the requirements of this degree, I am currently conducting my undergraduate thesis entitled, "ATTITUDES TOWARD AND PERCEPTIONS ON BSU-ON-THE-AIR OF KALANGUYA FARMERS IN TINOC, IFUGAO."

In this regard, please allow me to conduct an interview schedule among the farmers of barangays of Ap-apid, Impugong and Poblacion. Rest assured that the information to be gathered will be used for academic purpose only.

Thank you and God bless. Hagiyo!

Truly yours,

Karen B. Catano
Researcher

Noted:

Anna Liza B. Wakat
Adviser/Advisory Committee
And Department Chairperson



APPENDIX B

Interview Schedule

ATTITUDE TOWARDS AND PERCEPTIONS ON
 BSU-ON-THE-AIR OF KALANGUYA
 FARMERS IN TINOC, IFUGAO

A. Characteristics of the Respondents

1. Name (Optional): _____
2. Sex: ____ Male ____ Female
3. Age: _____
4. Civil Status: _____
5. Highest Educational Attainment: ____ Elementary level
 ____ High School level
 ____ College level

B. Attitudes towards BSU on the Air

1. Are you in favor of the topics?

____ Yes, why?

____ Topics are relevant to our information needs

____ Topics are interesting

____ It enables the farmer to produce better quality of crops

____ It provides answers to questions we don't understand

____ Others (Please specify) _____

____ No, why not?

____ It is hard to practice



- Not applicable in my farm
- It cannot increase crop productivity
- Not timely
- Not interesting
- Not relevant
- Others (Please specify)_____

2. Are you willing to support the program?

- Yes, how?
 - By listening
 - By practicing the knowledge and skills learned from the program
 - By recommending it to others
 - Others (Please specify)_____
- No, why not?
 - Topics are not interesting
 - Topics are not helpful
 - Others (Please specify)_____

3. Have you recommended the program to your friends/relatives/neighbors?

- Yes, why?
 - So that they will gain knowledge in farm management
 - So that they can increase their productivity
 - So that they can recommend it to others
 - Others (Please specify)_____
- No, why not?



___ Signal does not reach their area or not clear

___ Topics aired are repeated

___ Technical terms are being used

___ Program is boring

___ Information are not useful

___ Others (Please specify)_____

4. Are you applying the farming tips or practices you hear from the program in your farm activities?

___ Yes, why?

___ To increase farm productivity

___ It enables us to produce better quality of crops

___ Others (Please specify)_____

___ What tips or practices did you apply?

___ Natural/Organic farming practice

___ Pest management

___ Planting method

___ Others (Please specify)_____

___ No, why not?

___ It decreases crop yield or farm productivity

___ Information are not useful or applicable in my farm

___ It is hard to practice

___ Others (Please specify)_____



C. Perceptions towards BSU on the Air

1. Is the program important to you?

___ Yes, why?

___ No, why not?

2. Is the program helpful to you?

___ Yes, why?

___ It introduces new technologies in farming

___ Topics aired are new

___ It helps increase productivity

___ Increases awareness on God's creation

___ Others (Please specify) _____

___ No, why not?

___ Can not help in our farm management

___ It can not help increase crop yield

___ Others (Please specify) _____

3. Does the program help in your farming activities?

___ Yes. What activities are aided?

___ Planting method

___ Crop rotation



- Pest management
- Natural/ Organic farming practices
- Others (Please specify) _____
- No. Why? _____

4. What is your perception about the topics aired?

- Beneficial, why?
- Topics aired can be practiced in the locality
- Topics aired are informative
- Others (Please specify) _____
- Not beneficial, why?
- Topics aired cannot be practiced in the locality
- Topics aired are not appropriate in our farming
- Others (Please specify) _____

What are the topics not beneficial?

- Natural/Organic farming
- Social issues (ex. health, environment, etc)
- Vegetable production
- Farm-animal raising
- Mushroom production
- Others (Please specify) _____

5. What can you say about the time of airing which is 5:30 to 5:45 A.M?

- Too early
- Too late



___ Appropriate

___ Others (Please specify) _____

6. What can you say about the length of program?

___ Too short

___ Too long

___ Appropriate

___ Others (Please specify) _____

7. What can you say about the host?

___ Good in delivering messages

___ He/she is boring

___ Good in translating technical terms into simple

___ Others (Please specify) _____

8. Who do you prefer to anchor the program? (To those who have been listening since 2003 up to present and remembers the anchors)

___ Dr. Johnny Dati (Dr. Sigod)

___ Prof. Anna Liza B. Wakat

___ Mr. Silvestre L. Kudan (Bassit nga Lakay)

___ Others (Please specify) _____

Why him/her? _____

9. What do you think are the effects of BSU on the Air program to the community? (Please Rank)

___ Decreases problem in farm management



- Increases crop yield productivity thus helps us have higher income
- Community people are informed on the different techniques of crops production
- Strong advocate of organic agriculture for life
- Others (Please specify) _____

10. Does the BSU on the Air program contribute to your success?

Yes, how?

No, why?

11. Overall rating/ evaluation of BSU on the Air

- Very good (Helping a lot)
- Good (helping some)
- Bad (Not helping)

D. Information Gained

1. What information have you heard from BSU on the Air?

- Good agricultural practices
- Animal production
- Ornamental production
- Food production



- ___ Programs of BSU being promoted
- ___ Social Issues (health, environment, etc)
- ___ Bible teachings
- ___ Others (Please specify) _____

E. Information needs

1. What topics do you want to be aired in the program?

F. Suggestions/Comments

1. What do you suggest or your comment about the topics aired?

2. What do you suggest or is your comment for the improvement of the anchor?

3. What do you like least about the program?

4. What do you like best about the program?

5. What are your comments about the program?

