
Media Exposure and Social Awareness of selected residents in Mati City, Davao Oriental

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Abstract

The study was conducted to determine the media exposure and social awareness of some residents in Barangay Central, Mati, Davao Oriental. The objectives of the study were to determine the socio-demographic and socio-economic characteristics of the respondents, determine the types or forms of media they are exposed, find out the reasons of the respondents on the types of media accessed. The research design utilized was descriptive type; where the survey questionnaire was the instrument used in data gathering. And the simple frequency count and percentage was the method used in analyzing the data. The data showed that 33% of the respondents cited that their choice of media was its accessibility in the home. Furthermore, print media specifically newspaper was patronized as most used by majority. Broadcast media gained (19%) of the respondents, where radio as the choice of the majority. The results revealed too, that TV was used as source of information and as choice of the majority of the respondents. Internet was the choice of the (14%) respondents as source of information among the type of multi-media. The respondents also revealed that media were contributory to their social awareness regarding the events across the nations and the world in general. Through the media the respondents pointed out that they have adequate information that helped them cope with their social undertaking as well as faced problems affecting their social well-being. The socio demographic and socio economic characteristics of the respondents have no significant relationship with the choice of media exposure.

Keywords: Awareness, Broadcast, Exposure, Media, Socioeconomic

Introduction

Communication links people all over the world with the new technology that has made information accessible. One of the many communication links is in the form of media. Media serve as an information center to where events and issues are viewed, read or heard. Media form part of the daily information where people learn what is happening in the world, particularly in the locality. Media is divided into three types, print, broadcast and electronics. Print media are the newspaper, magazines and books. Broadcast media include radio, television, and the electronic media the internet. These types of media form the tri-media are considered links that

channel serves multiple informational, educational, and persuasive purposes. They may function as entertainment media, facilitate business and economic linkages, and promote social consciousness or public awareness of social, economic, and political issues that directly or indirectly concern the people (Lasswell, 1948). Although in countries that have totalitarian, autocratic and dictatorial form of government the media are being censored and controlled. Nevertheless, people still rely on the media for information. Issues which greatly affect the people receive criticism towards the concern agency of the government or officials involved in any anomaly from the people. This situation made the very target of those who are being exposed. This is true to the Philippines, the tri- media practitioners receive threats from the different sectors, which are affected by an expose, the many members of the media who are being killed for exposing certain individuals that are considered an ill to society apparently justify the consequences (PDI, 2005).

Sometimes, the media are tools for propaganda by the government in ensuring that certain issues may bring about the popular decision of the people. The case of the deposed former President Joseph Ejercito Estrada illustrates how media influence shaped public opinion during the plunder controversy, which eventually led to a popular uprising that mobilized citizens to take to the streets and demand his resignation (Coronel, 2001; McCoy, 2002). More importantly, the media exposure of the people insinuates different reactions created by the information they get from the media. The present scenario in our country's economic situation shows how the people are affected because they are concern (PDI, 2001).

These events clearly showed how the media could influence the public opinion of the people in any issue of great importance to the nation. Furthermore, the media has proved to the public what they do not know sometimes unless it is exposed. In another aspect, the media have become the leeway of the people to be informed as well as entertained. Socially, the scapegoat of the people's misery is cured by what they hear, read and viewed if it jived their lives (Rosario 1999).

This study would find out the media exposure and social awareness of some residents in Barangay Central, Mati, Davao Oriental.

Methodology

Respondents of the study

Selected residents of the puroks were chosen in this study. Respondents were either husbands or housewives or those who were exposed to tri-media and belonged to the household in the covered Barangay. Some wives replaced the head of the family as respondent when they are absent due to their work duties. This study was conducted in the eight puroks of Barangay Central, Mati, Davao Oriental.

Research design

This research employed the descriptive method using survey questionnaire in obtaining data. Questionnaires to be answered were distributed among the respondent's. Descriptive design was adopted since the respondents were already exposed to tri media prior to the conduct of the study.

Sampling procedure

The study determined its sample size through simple random sampling technique in selecting the prospective samples. Random selection was used by taking the names of the heads of the family from the list of the purok in the research locale. Out of the list of names indicated,

twenty (20) names of the family heads were picked from these purok. The total respondents numbered to one hundred sixty (160). These numbers were reached by multiplying 20 respondents from each purok of the eight (puroks of Barangay Central, Mati, Davao Oriental. Selection of respondents did not consider the socio demographic and socio-economic characteristics. Survey questionnaire was used as research instrument in gathering the data needed for the outcomes of the study. The corrected draft of the questionnaire was finalized and was subjected to computer printing for distribution to the respondents.

Data analysis

The data employed the simple percentage formula $P f/N \times 100\%$ which was interpreted as P for percentage equals f for frequency over N for total number of responses multiplied to 100 percent.

Results and Discussion

The socio-demographic characteristics were composed of respondents 44% males and 56% females, indicating that female respondents outnumbered males. With regard to age distribution, out of the 160 respondents, 19% belonged to the 20–30 years old age bracket, 26% were aged 31–40 years old, 22.5% were 41–50 years old, 16.8% were within the 51–60 years old age range, and 15.62% were aged 61–65. As to civil status, the majority of the respondents were married (56%), followed by widowed individuals (27%) and those who were separated (18%). In terms of nature of work, 11% of the respondents were self-employed, 13% were government employees, 11% worked as tailors, 14% were farmers, while the largest proportion (51%) was engaged in other types of work.

Regarding educational attainment, 16% had reached elementary level, 17% were elementary graduates, 15% had reached high school level, 24% were high school graduates, 14% were at the college level, and 14% were college graduates. In terms of religious affiliation, 32% of the respondents were Roman Catholic, 18% were Muslims, 10% were members of Iglesia ni Cristo, 11% were Seventh Day Adventists, 11% were Jehovah's Witnesses, 10% belonged to Faith Tabernacle, and the remaining 8% were affiliated with other religions.

Lastly, with respect to tribal affiliation, 23% of the respondents were Mandaya, 18% were Kalagan, 10% were Davaoëño, 9% were Boholano, 8% were Leyteño, 9% were Cebuano, 11% were Ilonggo, and 12% identified with other tribes. According to the National Research Council (2002), postsecondary education participation and attainment show clear patterns associated with socio-demographic characteristics such as age, sex, race/ethnicity, and changing population composition, all of which are important in understanding educational access and trends.

Table 1. Socio-demographic characteristics of the respondents.

Variables	Frequency N= 160	Percentage (%)
Sex:		
Male	70	44
Female	90	56
Age:		
20-30	31	19
31-40	41	26
41-50	36	22.5
51-60	27	16.8

Civil Status:

Single		
Married	89	56
Widow	43	27
Separated	28	17

Nature of Work:

Self-employed	17	11
Gov't Employee	21	13
Sewer	17	11
Farmers	23	14
Others	82	51

Education:

Elementary Level	25	16
Elementary Graduate	27	17
High School Level	24	15
High School Graduate		24
College Level	22	14
College Graduate	23	14

Religion:

Catholic	51	32
Islam	28	18
INC	16	10
Seventh Day Adv.	17	11
Jehovah's witness	18	11
Faith Tabernacle	16	10
Others	14	8

Socio-Economic Characteristics of the Respondents

The data on the respondents' economic profile revealed that farming was the source of income for 18% of the respondents, while 24% were engaged in business, 16% worked as laborers, 16% reported driving as their main source of income, 15% were government employees, and 11% were involved in carpentry. In terms of monthly income, 10% of the respondents earned between ₱1,000–2,000, 16% had an income of ₱2,000–3,000, 19% earned ₱3,100–4,000, 15% received ₱4,100–5,000, 14% earned ₱5,000–6,000, 8% had a monthly income of ₱6,100–7,000, another 8% earned ₱7,100–8,000, and 10% reported a monthly income of ₱8,000 and above. With regard to family size, 24% of the respondents had 1–2 children, 26% had 3–4 children, 27% had 5–6 children, and 23% had seven children or more. Furthermore, in terms of family members contributing to household income, 35% of the respondents reported having 1–2 income-earning family members, 26% had 3–4 members with income, 18% had 5–6 income earners in the family, and 22% had seven or more family members who contributed to the household income. According to Bussière et al. (2001), studying socio-economic and family characteristics including parental education level and home possessions play important roles in shaping educational outcomes. In the study shows how low the results of the respondents working at the government and earned a low amount monthly.

Table 2. Socio-economic characteristics of the respondents.

Variables	Frequency N= 160	Percentage (%)
Source of Income:		
Farming	29	18
Business	39	24
Laborer	26	16
Driving	25	16
Gov't Employment	24	15
Carpenter	17	11
Monthly Income:		
P 1,000-2,000	16	10
P 2,100-3,000	25	16
P 3,100-4,000	30	19
P 4,100-5,000	24	15
P 5,100-6,000	22	14
P 6,100-7,000	13	8
P 7,100-8000	12	8
P 8,000 & above	18	10
No. of Children:		
1-2	39	24
3-4	42	26
5-6	43	27
7 & above	36	23
Family member with Income		
1-2	56	35
3-4	41	26
5-6	28	18
7 & above	35	22

Types of media exposure

The results revealed that 4% respondents were exposed to print media, 12% to newspaper, 4% to magazine, 3% to primer, 3% to books, 1% exposed to other types of media, 19% to broadcast media, 17% to radio, 15% to TV, 5% declared they were exposed to other types of broadcast, while 3% were exposed to multimedia, 14% were exposed on internet, 3% respondents were exposed to e-mail, and only 1% was exposed to others. The study on media exposure revealed varying patterns of usage among the respondents. Regarding print media, 61% reported using printed materials as a form of communication, while 39% did not. Among those who read printed materials, 16% read newspapers, 11% read magazines, 10% read books, 9% read posters, 12% read leaflets, 8% read flyers, 13% read primers, and 10% read materials from other sources. In terms of daily media exposure, 61% spent 15–30 minutes per day using various media such as television, radio, and newspapers, while 39% spent 30–60 minutes. The majority of respondents focused on news reports (56%), followed by education (6%), economics (6%), religion (8%), politics (3%), drama (6%),

business (4%), and other topics (12%). The reasons for reading varied, with 53% seeking information on current events, 37% reading for enlightenment, and 10% for entertainment. In terms of broadcast media, 61% listened to the radio, while 39% did not. Of the respondents, 33% listened to news programs, 18% to commentary programs, 14% to drama, 8% to religious programs, 4% to economic programs, 8% to educational programs, 5% to political programs, 6% to business programs, and 4% to other programs, with 45% listening for learning, 36% for enlightenment, and 19% for entertainment. Television exposure showed that 80% of respondents watched television, while 20% did not. Among viewers, 26% watched economic programs, 19% talk shows, 22.5% telenovelas, 16.8% educational programs, and 15.62% news programs. Forty-eight percent of respondents watched television to gain knowledge, particularly on economic issues, 33% for enlightenment, and 20% for entertainment. Regarding multimedia exposure, 64% of respondents did not use the internet, while 36% reported internet usage. To Slater et al. (2006), media exposure and attention influence how people form judgments about social risks and that media's effect partly mediates relationships between personal experiences and risk perceptions.

Software program used in the computer

The data on internet usage revealed that among the respondents, 5% used Publisher programs, 2% used MS Word, 80% accessed Yahoo Mail, 8% used Internet Explorer, and 5% used MS Excel. In terms of daily exposure, 51% of the respondents spent 1–2 hours online, 27% spent 3–4 hours, 13% spent 5–6 hours, and 9% spent 7 hours or more using the internet. Regarding the topics accessed online, 6% of the respondents viewed national news, 9% explored government programs, 11% accessed political topics, 14% read economic topics, 24% focused on educational topics, and 34% accessed other topics.

Table 3. Types of media exposure.

Variables	Frequency N= 160	Percentage (%)
Types of Media Exposure (Print Media)		
Newspaper	6	4
Magazine	19	11
Primer	6	4
Books	4	3
Others	4	3
(Broadcast Media)	2	1
Radio	30	19
TV	25	17
Others	24	15
(Multi-Media)	8	5
Internet	5	3
E-mail	20	14
Facsimile	5	3
Others	2	1
Media Exposure		
	Frequency N= 160	Percentage (%)
Yes	98	61
No	62	39
<i>If yes what printed materials do you read</i>		
Newspaper	25	16

Magazine	17	11
Books	16	10
Poster	15	9
Pamphlet	19	12
Leaflet	19	12
Flyer	13	8
Primer	20	13
Other	16	10
<i>No. of minutes used in media exposure daily</i>		
Newspaper	98	61
Magazine		
Books		
Poster		
Pamphlet		
Leaflet		
Primer		
Other	62	39
<i>Topics read in the media</i>		
Educational	10	6
News report	89	56
Economics	9	6
Religious	12	8
Politics	5	3
Drama	10	6
Business	6	4
Other	19	12
<i>Reasons for reading media</i>		
Learning the events that Happened	85	55
Enlightenment on new important method	59	37
For entertainment	16	10
Others	0	0

Table 4. Broadcast media.

Variables	Frequency N= 160	Percentage (%)
<i>Radio listening</i>		
Yes	98	61
No	62	39
<i>If yes what programs are patronized.</i>		
News	52	33
Commentary	29	18
Drama	23	14
Religious	12	8
Economics	7	4
Educational	12	8
Political	8	5
Business	10	6
Others	7	4

No. of Hours spent in radio listening		
1-2 hour	61	38
3-4 hour	28	18
5-6 hours	32	20
7 hours and above	39	24
Topics availed		
National news	46	29
Gov't program	27	17
Political	23	14
Economics	17	11
Educational	32	20
Others	15	9
Reasons for listening to radio		
learning	72	45
enlightenment	57	36
Entertainment	31	19
TV Exposure		
Yes	128	80
No	32	20
If yes what programs are patronized		
Talk Show	31	19
Educational Program	27	16.8
Economics Program	41	26
News Program	25	15.62
Telenovelas	36	22.5

Table 5. Electronic media used as exposure of the respondents.

Variables	Frequency N= 160	Percentage (%)
Respondent used computer		
Yes	57	36
No	103	64
If yes, what program in computer		
Publisher	8	5
MS word	3	2
Yahoo mail	128	80
Internet explorer	13	8
Excel	8	5
Others	0	6
No. of Hours spent using the internet		
1-2 hrs.	82	51
3-4 hrs.	43	27
5-6 hrs.	20	13
7 hrs & above	15	9
Topics Availed in Internet		
National news	10	6
Government program	15	9
Political	18	11

Economics	23	14
Educational	39	24
Others	55	34

Reason for media choice

The data showed that 13% of the respondents declared that affordability was the reason for their choice of the type of media, 33% respondents said their choices were due to availability, 8% were due to accessibility, 9% said they can repeatedly read the information, 16% respondents asserted that actual events were just seen, 13% of the respondents declared that other activities were done while exposed in the media, 8% asserted that there were fast available information. According to Ruggiero (2000), in choosing particular media based on needs, motivations, and gratifications, and is often used to support research on media choice motivations. It argues that individuals actively select media that satisfy personal and social needs rather than passively consuming whatever is available.

Table 6. Reasons for choice on the type of media.

Variables	Frequency N= 160	Percentage (%)
Affordability	21	13
Within home	52	33
Accessibility	13	8
Repeated reading of information.	15	9
Actual events are seen	26	16
Other activities are done while exposed in the media used.	20	13
Fast and available information.	13	8

Perception of the respondents on the effects of media exposure.

A. Politics

The data showed that out of 160 respondents, when asked on whether media gave information to select a good leader 50% strongly agreed that the all types of media can give information to them. 25% declared that they agreed that the media can informed them on political issue. 13% of the respondents did not agree, while 6% strongly disagree and another 6% gave no comments. The result revealed that majority agreed that the people knew about the works of the leader, 75% believed that because of the media the people had deeper knowledge on government while 25% strongly agreed that because of the media the people had intensive knowledge on political aspects.

B. Economic

On the question whether the media had given more knowledge on economic aspects, majority of the respondents strongly agreed on the media's contribution in giving more knowledge or information regarding economic issues and 100% strongly agreed that the media made them cooperate with the government on same issues. The results revealed 87.5% agreed that due to the media the people gained more knowledge on business, while 12.5% respondents gave no comments.

C. Social

The data revealed that the media had given the people active participation in Barangay or community activities. Majority of the respondents strongly agreed. 50% respondents asserted that they strongly agree that through media they had good relationship with their neighbors, 31.25% agreed on the issue of good relationship with their neighbor through the media, while 18.75% gave no comments. The results revealed that out of 160 respondents, 62.5% strongly disagreed that due to the media the family had a strong relationship, and 37.5% agreed that due to the media they had a strong relationship with their family.

D. Education

On the question asked whether media gave more information to the people on the new technologies, results revealed that 87.5% strongly agreed while 12.5% gave no comments. Majority of the respondents strongly agreed that they learned more knowledge on how to care their families as well as the people in the community.

Table 7. Perception of respondents on the effects of media exposure.

Politics	Frequency N= 160	Percentage (%)
<i>Media gave information to select a good leader.</i>		
Agree	40	25
Strongly Agree	80	50
Disagree	20	13
Strongly Disagree	10	6
No Comment	10	6
<i>Media made the people knew about the works of the leader.</i>		
Agree	160	100
Strongly Agree		
Disagree		
Strongly Disagree		
No Comment		
<i>The media made people have deeper knowledge on government.</i>		
Agree	120	75
Strongly Agree	40	25
Disagree	0	0
Strongly Disagree	0	0
No Comment	0	0

Economic Issues	Frequency N= 160	Percentage (%)
<i>The media gave more knowledge on economic aspects</i>		
Agree		
Strongly Agree	160	100
Disagree		

Strongly Disagree

No Comment

The media made the people actively cooperate with the government on economic issues

Agree

Strongly Agree

Disagree

160

100

Strongly Disagree

No Comment

The media gave the people more knowledge on business

Agree

Strongly Agree

140

87.5

Disagree

Strongly Disagree

No Comment

20

12.5

Social Issues Media have given the people active participation in barangay or community activities

Agree

160

100

Strongly Agree

Disagree

Strongly Disagree

No Comment

Media made people to have good relationship with their neighbors

Agree

50

31.75

Strongly Agree

80

50

Disagree

Strongly Disagree

30

18.75

No Comment

The media made the family to have strong relationship

Agree

100

62.5

Strongly Agree

Disagree

Strongly Disagree

No Comment

Educational Issues

Frequency N= 160

Percentage (%)

Media gave more information to the people on the new technology

Agree

100

87.5

Strongly Agree

20

12.5

Disagree

Strongly Disagree

Media helped the people to have more information on business.

Agree	160	100
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Strongly Agree		
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Disagree		
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Strongly Disagree		
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No Comment		
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Media gave the people more knowledge to care their families and community

Agree	0	0
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Strongly Agree	0	0
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Disagree	160	100
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Strongly Disagree	0	0
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No Comment	0	0
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Religious Issues	Frequency N= 160	Percentage (%)
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Media program uplifted their self-confidence

Agree	20	12.50
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Strongly Agree	10	6.25
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Disagree	10	6.25
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Strongly Disagree	100	62.50
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No Comment	20	12.50
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Media gave more knowledge and belief in God

Agree	0	0
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Strongly Agree	0	0
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Disagree	0	0
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Strongly Disagree	160	100
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No Comment	0	0
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Media had given the people more progress at home

Agree	0	0
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Agree	0	0
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Strongly Agree	0	0
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Disagree	0	0
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Strongly Disagree	160	100
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No Comment	0	0
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Conclusion

The finding revealed different variations on the issue of media exposure and social awareness of the respondents, hereunder are the conclusion drawn: Most of the respondents were exposed to different types of media. The respondents based on the results revealed that preferences on the type of media are the availability at home. The media exposure made them aware on political, economic, educational, and social and religious issues. Results revealed that the choice of media exposure has no significant relationship on the socio-demographic and socio-economic characteristics of the respondents.

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