

**GENDER COMMUNICATION INTERPLAY APPROACH IN THE
DEVELOPMENT OF GENDER FRIENDLY FARM MACHINERY
IN SELECTED AGRICULTURAL AGENCIES**

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**An undergraduate thesis submitted to the faculty of the Department of
Development Communication, College of Arts and Sciences,
Central Luzon State University, Science City of Muñoz,
Nueva Ecija, Philippines, in partial fulfillment
of the requirements for the degree**

BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION

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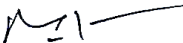


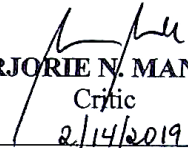
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APPROVAL SHEET

This undergraduate thesis entitled **GENDER COMMUNICATION INTERPLAY APPROACH IN THE DEVELOPMENT OF GENDER FRIENDLY FARM MACHINERY IN SELECTED AGRICULTURAL AGENCIES** prepared, presented and submitted by **DANIEL G. ROSERO** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.

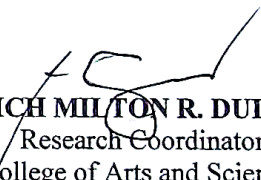

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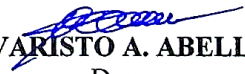

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DANIEL GILO ROSERO

BIOGRAPHICAL SKETCH

The researcher is a 22-year old student who was born at Libertad, Butuan City and is a former engineering student for three years and a half concentrating in Agricultural Engineering at Caraga State University. He is now residing at Gen. T. de Leon, Karuhatan, Valenzuela City. In 2016, the researcher came up with a decision to transfer in Central Luzon State University and pursue BS Development Communication program.

While pursuing college, the researcher ventures public speaking like oration and debate. He once became a President of the Caraga State University Debate Society (CarSUDS) and continued his interest in debating at CLSU where he champs two consecutive debate tournaments. He is interested with debate topics like gender sensitivity which became his advocacy, religion, warfare, and politics.

To utilize knowledge in engineering and interests in gender sensitivity, he was able to draft this study which associates gender topics and engineering. He wanted to narrow the gaps between the patriarchal viewed engineering sector and gender principles and be able to communicate gender sensitivity towards agricultural mechanization.

The researcher was able to manage two publications as an Editor-in-Chief in 2018 namely BAYANI Publication, a community newspaper and a college-based student publication which is The CAS Lens. He is also a member of Communicators for Development (CODE) and was once the activity head for the Vivencio Saulong: The Search for the Outstanding Student Leader.

The author wants to pursue another degree in the future to fulfill his dream as a Science Journalist.

ABSTRACT

ROSERO, DANIEL G., Department of Development Communication, College of Arts and Science, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, February 2019, **GENDER COMMUNICATION INTERPLAY APPROACH IN THE DEVELOPMENT OF GENDER FRIENDLY FARM MACHINERY IN SELECTED AGRICULTURAL AGENCIES**

Adviser: DANILO S.VARGAS, Ph.D.

In the midst of modernization and anticipation for fast production just to aid the needs of the people around the world, the agricultural sector is one of those sector who are pressured to integrate its ways for production to address issues about food security and insufficiency. Several practices were integrated to provide optimum measures for production; agricultural machineries are developed, several extension programs were extended to farmers, and researches were undertaken to comprehensively respond on the quest of a consuming world. Although these measures exhibit remarkable outputs in the past years, accessibility of information, farm equipment, and equitable distribution of opportunities remain uncertain causing gender disparity to be evident in the field.

This study describes the gender sensitivity principles in a form of communication be applied in the development of gender friendly farm machinery. The study includes assessment of the engineer respondents towards their exposure to gender related topics and how they associated the principles in the development. As the second type of respondents, farmers as the end users involved in this study expresses their ideals and longing towards fair and just accessibility of information and farm equipment in the field.

Engineer respondents in this study revealed to have seldom exposure with the identified gender related topics and agreed that the identified engineering responsibilities

should be equally delegated to all engineers regardless of sex and gender preference. Thus, 33.33% of the engineer respondents said that engineer function that requires enough physical strength must be delegated to male engineers. Study shows that age, civil status, and sex of the engineers are significant in their exposure towards gender related topics were $p < 0.05$ level of significance.

Farmers mostly gain information about integrated farming through seminars and workshops but they confirmed that they learned manipulating machineries through technology demonstration while women remain unfamiliar about old and newly developed farm machineries. Generally, men farmers have seldom exposure to the identified agricultural machineries while women farmers have never been exposed to such machineries and remains to assume subordinated responsibilities.

Out of thirty respondents, 83.33% of them believed that female faces limited access to farming equipment. In terms of skills, 96.67% of the farmers expressed that women farmers do not have enough skills or knowledge about the usage of farm machineries. The 90% of the farmers also claimed that they do not have enough information about any farming machineries and the 86.67% of the farmers believed that women farmers are given limited job in farming activities.

Majority (92%) of the farmer respondents agreed that it justifiable to develop farm machineries that can be easily manipulated by women for three reasons. These reasons are for education and experience, matriarchal responsibility, and for gender equitability. Farmers also characterized their ideal machineries as push-button, light weight, height considerate, easy to fix, riding type, and economically affordable.

TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
APPROVAL SHEET	ii
ACKNOWLEDGEMENTS	iii
BIOGRAPHICAL SKETCH	v
ABSTRACT	vi
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURE	xi
LIST OF APPENDICES	xii
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	3
Objectives of the Study	4
Significance of the Study	5
Hypotheses of the Study	6
Scope and Limitations of the study	6
Time and Place of the Study	7
REVIEW OF RELATED LITERATURE	8
Gender and Communication	8
Women in Agriculture	8
Gender Friendly Farm Machineries	10
Agricultural Mechanization	14
METHODOLOGY	17
Theoretical Framework	17
Research Design	22
Data Gathering Instrument	22

Sampling	23
Data Gathering Procedure	23
Definition of Terms	25
Data Analysis	26
PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA	27
Sociodemographic characteristics of engineer and farmer respondents	27
Engineers' Exposure to Gender Related Topics	31
Engineers' opinion on who must perform different engineering responsibilities	36
Associating Sociodemographic Profile of the Engineers and Gender Sensitivity Exposure	42
Farmers' source of information for accessibility and utilization of farm machineries and technologies according to sex	46
Farmers' level of usage to different farm machineries and technologies according to sex	51
Farmers' opinion on who is the most affected on problems related to agriculture	53
Farmers' Ideal Farm Machinery to all Gender	56
SUMMARY, CONCLUSION AND RECOMMENDATIONS	60
Summary	60
Conclusion	66
Recommendations	67
BIBLIOGRAPHY	69

LIST OF TABLES

TABLES		PAGE
1	Sociodemographic profile of the engineers and farmers	31
2	Exposure of engineers to gender related topics before developing farm machineries classified according to sex	35
3	Engineers' opinion on who must perform the different responsibilities	41
4	The association between sociodemographic profile of the engineers and gender sensitivity exposure in terms of gender related topics	45
5.1	Farmers' source of information for accessibility and utilization of farm machineries and technologies according to sex	50
5.2	Farmers' level of usage to different farm machineries and technologies according to sex	53
6	Farmers' opinion on who is the most affected on problems related to agriculture and farming	56

LIST OF FIGURES

FIGURE		PAGE
1	Research Paradigm of the study showing the relationships of presented variables	21

LIST OF APPENDICES

APPENDIX		PAGE
A	Sample Communication Letter	71
B	Data Gathering Instrument for Engineers	72
C	Data Gathering Instrument for Farmers	76

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