

**FARMERS' INFORMAL COMMUNICATION NETWORK AND UTILIZATION
OF RICE FARMING PRACTICES IN BARANGAY VILLA NATI,
SCIENCE CITY OF MUÑOZ, NUEVA ECJA**

MAICAH CHRISHAINE NACION CONSTANTINO

BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION

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COLLEGE OF ARTS AND SCIENCES
 Department of Development Communication

APPROVAL SHEET

This undergraduate thesis entitled **FARMERS' INFORMAL COMMUNICATION NETWORK AND UTILIZATION OF RICE FARMING PRACTICES IN BARANGAY VILLA NATE, SCIENCE CITY OF MUÑOZ, NUEVA ECJA** prepared, presented and submitted by **MAICAH CHRISHAINE NACION CONSTANTINO** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.


JOCELYN R. DOLLENTE
 Adviser
 2/18/19
 Date



JOCELYN L. AVENO
 Critic
 2/18/19
 Date


ANDREA MAY C. MALONZO
 Research Coordinator
 Department of Development Communication
 2/18/19
 Date

Accepted in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**


DANILO S. VARGAS
 Department Chair
 Department of Development Communication
 2/19/19
 Date


RICH MILTON R. DULAY
 Research Coordinator
 College of Arts and Sciences
 2/19/19
 Date


EVARISTO A. ARELLA
 Dean
 College of Arts and Sciences
 2/19/19
 Date

BIOGRAPHICAL SKETCH

The author was born in Escrolla, San Mateo, Isabela on May 1, 1999. Her parents are Mr. Merwin R. Constantino and Mrs. Jendlyn N. Constantino. She is the eldest among the siblings.

She completed her primary education at Escrolla Elementary School while her secondary education at La Salette of San Mateo, Inc. both in Isabela. She graduated as Class Valedictorian in elementary and consistent achiever in High school. She had been joining competitions in radio broadcasting, editorial cartooning, poster and collage making competitions since elementary. Aside from being an academic awardee, she was also involved in sports, especially volleyball.

Her inclination with radio broadcasting, cartooning and poster making led her to pursue her dream and take up the degree, Bachelor of Science in Development Communication at Central Luzon State University.

She aims to become a successful development communication practitioner in the future. She hopes to be working in any government agencies where she can serve and fulfill her advocacy, "to uplift and unfold human potentials of people living in the marginalized sector". As her heart speaks out, she wants to use her passion of creating great things and make change for the improvement of her country, and possibly contribute to global development.

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ABSTRACT

CONSTANTINO, MAICAH CHRISHAINE N., Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, June 2019. **FARMERS' INFORMAL COMMUNICATION NETWORK AND UTILIZATION OF RICE FARMING PRACTICES IN BARANGAY VILLA NATI, SCIENCE CITY OF MUÑOZ, NUEVA ECJIA**

Adviser: **DR. JOCELYN R. DOLLENTE, Ph.D.**

Nueva Ecija is the biggest rice producer in Central Luzon. The province is referred as the "Rice Bowl of the Philippines." One of the suppliers/contributors of rice or "psaly" in Nueva Ecija is the Science City of Muñoz.

This study aimed to determine the farmer's informal communication network and utilization of rice farming practices in Barangay Villa Nati, Science City of Muñoz. It was also conducted to analyze relationships among farmers' socio-economic profile, communication characteristics, informal communication network and utilization of recommended rice farming practices.

Findings revealed that farmer-respondents in Barangay Villa Nati are already older adult and poor. They preferred interpersonal source of information by means of seminars while television as mass media source. The farmers formed informal communication network wherein they interact by sharing common goal, aspiration, attitude and work in the field. They were connected closely and open to each other because most of them were relatives and living in one community.

The farmers were utilizing different recommended practices of rice farming from land preparation to postharvest. Fisher's Exact Test revealed that the hypotheses were partially acceptable.

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