

**CLSU DEVCOM STUDENTS' PERCEIVED EFFICIENCY OF BLENDED
LEARNING VS TRADITIONAL LEARNING**

An Undergraduate Thesis Presented to the Faculty
of the Department of Communication and Development Studies
Central Luzon State University

In partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Development Communication

by
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THESIS ABSTRACT

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7. Abstract:

7.1 Rationale/Background

The students' individual needs must be considered by the teachers in every learning activity. The effective teaching method of the teacher needs to be responsive and liberating. It is up to the instructor to use an instructional approach that results in successful, engaging, and student learning. However, it still depends on the teachers to choose a method that they are confident to utilize in

consideration of its suitability to the competencies to be learned by the students, its suitability to the situation, to the individual needs of students, and to their ability.

Thus, with the rise of modern tools and the continuous development of technology at the same time, many changes have occurred as well as the methods and strategies of teachers in teaching because, with the advent of technology, there have been two methods of teaching: blended learning and traditional one.

What exactly is this blended learning? It is a blend of face to face and online instruction by a teacher. What is traditional schooling? It refers to a setting where teachers talk or teach the students in a classroom set-up. According to Hoffman (2019), it was found out that the different learning modes and materials are blended learning which is organized to aid students in exceeding their individual educational objectives more successfully than those who engage in traditional learning that is organized to aid students in exceeding their individual educational objectives more successfully than those who engage in traditional learning.

7.2 Summary

The study responded to the following questions about: What is the socio-demographic profile of respondents; what are the influences of both blended and traditional learning in the Development Communication program of CLSU; and What is the effectiveness of blended and traditional learning applied on the Development Communication Program as perceived by the students?

activities, the students can access them at their convenience and also enjoy their working assignments by themselves. However, blended learning did not keep the students alert and focused, but made them lax because the online materials are available and easily find information.

In traditional learning, the students learned more and their writing skills improved. In doing their coursework, they feel challenged because the learning objectives are clearly stated and carefully planned. Students can also easily communicate and ask for help for their classmates and teachers and they can answer quickly.

As an overall result of effectiveness, traditional learning is more efficient than blended learning according to the participants. When it comes to managing time, blended is more helpful than traditional learning, and students feel better when they study through traditional learning. However, in doing assignments, it is easier for them when the mode of learning is blended. Furthermore, in traditional learning, students gain more information and also improve their grades. While in the process of learning, traditional is faster and increases students' communication skills than blended. For data structure modules, traditional is more interesting and easier to handle.

7.5 Recommendations

Considering the findings, traditional is more effective that's why the researcher (1) is recommended to use this research as a basis to see the difference between the two modes of learning and how the students can focus more on their knowledge. This research only focused on the perspective of DevCom students. Thus, (2) it is more effective to know whether traditional learning or blended learning is more efficient in other courses. This will help teachers, the respective departments, and the students understand the distinction between traditional and blended learning and which is more effective in the two modes of learning. This can raise awareness of the effects of traditional and blended learning on students and their situations, especially those who really need face-to-face classes such as laboratories and practical set-ups. (3) Further studies should assess the underlying causes that affect the influence of blended and traditional learning of students such as their resources in those modes of learning in order to know the conditions of each student in this type of study.

8. Translated Abstract (Filipino):

8.1 Rasyonale

Ang buhay ng mga mag-aaral ganun din sa guro, dapat mayroong isang tiyak na paraan ng pagtuturo sa mga mag-aaral. Ang mabisang paraan ng

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LIST OF ABBREVIATIONS

BL- Blended Learning

TL- Traditional Learning

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