

**ADOPTION LEVEL OF THE COVID-19 SAFETY HEALTH PROTOCOLS
AMONG CLSU'S SOCIAL SCIENCES STUDENTS**

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

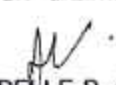
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of the Requirements for the Degree
Bachelor of Science in Development Communication

by
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APPROVAL SHEET

This undergraduate thesis entitled "**ADOPTION LEVEL OF THE COVID-19 SAFETY HEALTH PROTOCOLS AMONG CLSU'S SOCIAL SCIENCES STUDENTS,**" prepared and submitted by **JAZTINE JAY C. SAMBRANO** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:


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THESIS ABSTRACT

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7. Abstract:

7.1 Rationale/Background

The COVID-19 pandemic has had far-reaching economic and public health implications worldwide (Cennimo & Stuart, 2021). Governments and organizations have implemented various measures to prevent the spread of the virus and reduce mortality rates, including wearing masks, practicing hand hygiene, maintaining social distance, and canceling public events (WHO, 2022). The Philippines is one of the countries severely impacted by the pandemic, with a significant number of cases and deaths (Caldwell et al., 2021; DOH, 2022).

In higher education institutions, the Commission on Higher Education (CHED) has mandated limited face-to-face learning, primarily prioritizing degree programs related to allied health (Commission on Higher Education, 2021). Despite

the careful planning and implementation of health protocols in these institutions, few local studies have been conducted to assess the adoption level of COVID-19 safety health protocols among students.

In this light, to address this gap, this study aims to determine the adoption level of COVID-19 health protocols among Social Sciences students at CLSU. Understanding the extent to which students have adopted these protocols is crucial for ensuring compliance with guidelines and safeguarding the safety of students. Moreover, the study also looked into demographic, communication factors that can possibly affect their adoption of COVID-19 safety health protocols. The findings of this study will contribute to improving the implementation of preventive measures in educational settings and mitigating the effects of the pandemic.

7.2 Summary

The general objective of this study was to identify the level of adoption of COVID-19 safety health protocols among the CLSU's Social Sciences Students. Specifically, the study aimed to (1) determine the socio-demographic characteristics of the respondents in terms of sex, religion, and residence; (2) identify the communication attributes of the respondents, including communication media ownership, source of information, content of information received, utilization of information received, and benefits from the information received; (3) determine the frequency of exposure to information sources on COVID-19 safety health protocols among the respondents; (4) determine the association between socio-demographic characteristics, communication

characteristics, frequency of exposure to information sources to the level of adoption of COVID-19 safety health protocols among the respondents.

The study used a Descriptive-Correlational Research Design to gather data from among 300 Social Sciences students at Central Luzon State University through a survey questionnaire administered on Google Form. The sample was selected using stratified random sampling with equal allocation and the data was collected on November 11 – 21, 2022. The data was analyzed using descriptive statistics (frequency count, percentage, and mode) and the chi-square test was used to examine the association between independent and dependent variables.

7.3 Major Findings

The findings showed that the majority of the students were Roman Catholic and lived in their residence 5 kilometers away from the city/municipal proper. The majority of respondents had access to newspapers and mobile devices were their main means of consuming broadcast material. Social media, particularly Facebook, was widely used for information dissemination. The main source of information for COVID-19 safety health protocols was from newspapers for print materials and mobile phones for broadcast materials. Interpersonal communication with family or friends was also a main source of information. The majority of the information received was basic knowledge about COVID-19 safety and health protocols and the respondents shared and followed the information received, which increased their knowledge and awareness. The study also found that most respondents were often exposed to various information sources, such as social media and interpersonal communication, while exposure to print materials, particularly

newspapers, was seldom. Mobile phones had the highest exposure among broadcast materials and family or relatives had the highest interactions among interpersonal communication.

7.4 Conclusions

Among the CLSU's Social Sciences students, the study found out that they were moderately adopted on the COVID-19 safety health protocols issued by the Department of Health and the Inter-Agency Task Force for the Management of Emerging Infectious Diseases.

The study found a significant relationship between sex and the adoption level of COVID-19 safety health protocols among respondents, while religion and type of community had no impact. The ownership of television was the only factor affecting the adoption level, and the source of information, including printed materials in newspapers and leaflets, social media platforms like Twitter and Instagram, and interpersonal communication with health workers, played a role in the adoption level as well. The content of the information, such as basic knowledge of the protocols and their benefits, and the use of information, such as sharing and following it, also had an impact on the adoption level. The study showed that the frequency of exposure to various information sources, including newspapers, television, radio, mobile phones, social media platforms, and interpersonal communication, impacted the adoption level of COVID-19 safety health protocols among the respondents. Thus, the three hypotheses are rejected. Thus, the three hypotheses are rejected.

7.5 Recommendations

The study provides several recommendations. Firstly, the CLSU - University Health Service is encouraged to promote health awareness campaigns and health promotion initiatives to educate students on the importance of their health and safety. This will help prevent the spread of diseases and maintain a healthy community within the university. Secondly, CLSU administrators should continuously evaluate and improve COVID-19 safety protocols, foster a sense of community among students, and keep them informed of any changes to the protocols. To create a safe and healthy campus environment, the administrators should encourage students to take care of their health, provide health resources and support, and promote healthy habits. Additionally, the university should invest in infrastructure and resources, such as personal protective equipment and hand sanitizing stations, to support student health and safety.

The study also recommends educating students on COVID-19 safety protocols and providing them with the necessary resources and information. The university is encouraged to invest in technology and digital platforms to enhance the implementation and enforcement of safety protocols, as well as make important health information accessible to students. The government is recommended to use multiple sources, including social media and broadcast media, to disseminate information on COVID-19 safety and health protocols, taking into account the language, format, and cultural significance of the information.

Future researchers are suggested to further examine the long-term impact of COVID-19 safety protocols on student well-being and academic performance, as

well as compare the level of adoption across different higher education institutions. They could also explore the role of social media and interpersonal communication in disseminating safety protocols, and the potential implications of the findings for future policy and decision-making in universities and other higher education institutions.

8. Translated Abstract (Filipino):

8.1 Rasyonale

Ang pandemya ng COVID-19 ay may malawak na epekto sa ekonomiya at pampublikong kalusugan sa buong mundo (Cennimo & Stuart, 2021). Ang pamahalaan at mga organisasyon ay nagpatupad ng iba't ibang mga hakbang upang maiwasan ang pagkalat ng virus at bawasan ang dami ng namamatay, kabilang ang pagsusuot ng mga face mask, paghuhugas at paglilinis ng kamay, pagpapanatili ng social distancing, at pagkansela ng mga pampublikong kaganapan (WHO, 2022). Ang Pilipinas ay isa sa mga bansang lubhang naapektuhan ng pandemya, na may malaking bilang ng mga kaso at pagkamatay (Caldwell et al., 2021; DOH, 2022).

Ang Commission on Higher Education (CHED) ay nag-utos ng limitadong pisikal na pag-aaral, pangunahin binigyan ng priyoridad ang mga programang na may kaugnayan sa kalusugan (Commission on Higher Education, 2021). Sa kabila ng maingat na pagpapalano at pagpapatupad ng mga protocol sa kalusugan sa mga institusyong, kakaunti ang mga lokal na pag-aaral na isinagawa upang masuri ang antas ng adopsyon sa COVID-19 safety health protocol ng mga mag-aaral.

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