

**CLSU STUDENTS' PROGRAM PREFERENCES AND VIEWERSHIP
BEHAVIOR IN DWFA 107.3 FM RADYO CLSU LIVESTREAM BROADCAST**

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by

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THESIS ABSTRACT

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7. Abstract:

7.1 Rationale/Background

The rapid development of technology creates a vital difference in a community. People are now attached with modernization specifically on accessibility of information and technology. Moreover, communication technology has proven its significant contribution to dissemination of information such as livestreaming.

Several platforms are established along with digitalization; these platforms utilize as a communication tool of an organization particularly the broadcasting industry to reach a broader range of people. To cater the need of public to

Information, radio adopted the livestreaming approach that is accessible anytime. In addition, various radio programs and contents are available to stream on the internet depending on their preferences. Program formats such as documentary, news and public affairs, series, variety show, game show, radio drama, radio commentaries, interviews and the likes.

Moreover, choosing a program can be related to their interest, influence, exposure, and attitude towards the topic. The behavior of an individual in viewing and watching is significant. People have their own unique consideration in watching, thus behavior of one another is different. One's viewing behavior is affected by various aspects in life, the interest and attitude are crucial in analyzing and decision making of a person that has connection in viewing habits. In addition, the impact of influence and exposure of a person to a certain topic or people. The audience may spend most of their time on video and audio streaming due to high access to smartphones and the internet.

7.2 Summary

The study determined the students program preferences and viewership behavior in DWFA 107.3 FM Radyo CLSU. It answered the following questions:

1. What is the socio-demographic and audience demographic profile of DWFA 107.3 FM Radyo CLSU's program
2. What livestream programs do the student-respondents watch in DWFA 107.3 FM Radyo CLSU

3. What is the livestream viewership behavior of the student-respondents
4. What program format and contents do student-respondents prefer to watch in QWFA 107.5 Radyo CLSU

The researcher conducted quantitative research mainly descriptive. The study used non-probability sampling specifically quota sampling. In addition, the respondents of the study were students in Central Luzon State University from nine colleges. On the other hand, the researcher gathered data via Google Forms and printed questionnaires to conduct face-to-face and online survey approaches. Furthermore, tables and graphs were utilized in the study to present the results. It was also reviewed by the Ethical Review Committee for analysis of the study and to keep the confidentiality of the respondents.

7.3 Major Findings

The study showed that the majority of the respondents were 1st year level in CLSU mainly female and residing in Nueva Ecija where the campus is located. In addition, almost half of the respondents watched and streamed programs in Radyo CLSU. The program they frequently watch and find interesting was Baitang Radyo CLSU.

In relation to the contents of program, the respondents preferred audience engagement activities such as Q&A and Giveaways during the broadcast. Also,

lifestyle was the top preferred topic of the respondents. On the other hand, the program format they preferred was news and public affairs and game shows.

Hence, viewership behavior of the respondents was identified. The results revealed that interest and influence had a significant effect on their viewing behavior. It was also evident that livestreaming programs affected them positively and they had less exposure in a livestream.

7.4 Conclusion

The results of the study found that almost half of the total population of respondents watched the livestream programs of DWFA 107.3 FM Radyo CLSU. In addition, it had shown that most of them were 1st year level in college. On the other hand, the majority of them were unfamiliar with community radio. Those who were familiar with Radyo CLSU chose Balitang Radyo CLSU as their preferred program to watch and the most interesting livestream program.

Furthermore, in program preferences specifically the contents of program and program format were shown. Based on the results, the contents of program the student-respondents preferred were shows that tackled lifestyle in a livestream. On the other hand, activities specifically Q&A and giveaways during a show were preferred by respondents. Nevertheless, news and public affairs and game shows were the program format of their choice.

Lastly, the viewership behavior was analyzed particularly the interest, influence, exposure, and attitude of the student-respondents. It revealed that they

watched livestream programs in relation to their interest and the influence of others had a significant factor in their watching behavior. On the other hand, it showed that student respondents had the least exposure on watching livestream, they do not stream frequently and they only consumed a couple of minutes streaming a program. In addition, attitudes of student-respondents toward streaming were identified. It revealed that they watched attentively and applied the knowledge learned in a livestream.

7.5 Recommendations

A correlational analysis must be conducted in regard to this topic. It is to ensure that wider understanding and stronger study will be established. Moreover, it is to become a useful reference in the future study with broader knowledge on the audience of community radio viewership behavior and program preferences.

The future researcher may do a study on the platform preferences of the respondents on watching a livestream program. Also, determine the reason why they watch a livestream program.

Analysis on livestream exposure of the audiences: identify the time they spend in watching a livestream and their reasons. It is to know the significant relationship in their least viewing behavior.

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LIST OF ABBREVIATIONS

CAg	:	College of Agriculture
CASS	:	College Arts and Social Sciences
CBAA	:	College of Business Administration and Accountancy
CEd	:	College of Education
Gen	:	College of Engineering
CF	:	College of Fisheries
CHSI	:	College of Home Science and Industry
CLSU	:	Central Luzon State University
CoS	:	College of Science
CVSM	:	College of Veterinary Science and Medicine

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