

**USEFULNESS OF MASS MEDIA AND NEW MEDIA EXPOSURES TO RICE  
FARMERS IN SOLVING FARM-RELATED PROBLEMS**

**· NICA/ATLA FERNANDO URMA**

*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**

**FEBRUARY 2019**




Republic of the Philippines  
**CENTRAL LUZON STATE UNIVERSITY**  
 Science City of Muñoz, Nueva Ecija

COLLEGE OF ARTS AND SCIENCES  
 Department of Development Communication

**APPROVAL SHEET**

This undergraduate thesis entitled **USEFULNESS OF MASS MEDIA AND NEW MEDIA EXPOSURES TO RICE FARMERS IN SOLVING FARM-RELATED PROBLEMS** prepared, presented and submitted by **NICA ATILA F. URMA** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.

  
**DANILO S. VARGAS**  
 Adviser  
 22/10/19  
 Date

  
**JOCELYN B. DOLENTE**  
 Office  
 22/10/19  
 Date

  
**ANDREA MAY C. MALONZO**  
 Research Coordinator  
 Department of Development Communication  
 22/10/19  
 Date

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

  
**DANILO S. VARGAS**  
 Department Chair  
 Department of Development Communication  
 22/10/19  
 Date

  
**RICH MILTON DOLAY**  
 Research Coordinator  
 College of Arts and Sciences  
 22/10/19  
 Date

  
**EVARISTO ABELLA**  
 Dean  
 College of Arts and Sciences  
 22/10/19  
 Date

## ACKNOWLEDGMENT

I would like to extend my deepest gratitude and appreciation to the following persons for being instrumental in the completion of this study:

First, to my advisers, Prof. Luz A. Jove and Dr. Danilo S. Vargas, for their meriting patience and advices. Despite of their many workloads, they still found time for the betterment of this study. The author is grateful for the support and dedication they put in their work. This study could not have been finished without their guidance.

To my critic, Dr. Jocelyn R. Dolente, I know how hard it is for you to edit my paper, thank you Ma'am for all your hard work and patience. Thank you for all the things you taught.

To my DevCrown family, thank you for all the support and advices that I received from all of you. You all taught me how to appreciate and embrace my chosen field.

To my thesis buddies, Jellie Nicole and Queeny Mae, thank you guys for all the night we spent together to finish our study. I will treasure every moment we shared together. You know guys how much you mean to me. We can do this!

To my parents, Mama and Papa, I would like to give genuine gratitude to my parents for the endless love, care and financial support until the very end of the study. Also, give thanks for the never ending support, and for always cheering me up when wherever he feels down and hopeless.

NICA AILA F. URMA

## **BIOGRAPHICAL SKETCH**

The researcher, Nica Ada Terrance Urra, was born on September 29, 1998 in a health center of Muñoz, Nueva Ecija. She is the eldest among the three children of Mr. Rogelio S. Urra and Mrs. Carmela P. Urra, natives of Nueva Ecija and Ilocos, respectively.

The life of their daughter began with remarkable childhood days with different experiences and places of life. At an early age, she became practical in life because of the times they had. It served as her inspiration in pursuing her goals in life.

She took her elementary education at Muñoz Central School. While in high school, she graduated at Muñoz National High School. At present, she was motivated and inspired by her parents as being the first child in the family. She currently pursues Bachelor of Science in Development Communication at one of the most prestigious in the Philippines, Central Luzon State University.

## ABSTRACT

**URLA, NICA AILA F. USEFULNESS OF NEW MEDIA EXPOSURES TO RICE FARMERS' SOLVING FARM-RELATED PROBLEMS.** Bachelor of Science in Developmental Communication, Central Luzon State University, Science City of Muncie, Nueva Ecija, Philippines, January 2019.

**Adviser: Prof. Luz A. Juve and Dr. Danilo S. Vargas**

The study was conducted in order to determine the usefulness of new media to rice farmers' solving farm-related problems. The respondents are purposively chosen. The rice farmers are from the four barangays in the Municipality of Muncie served as the respondents of the study: Twenty-five (25) rice farmers from barangay Bonal, twenty-five (25) rice farmers from barangay Ladney, twenty-five (25) rice farmers from barangay Magongon, and twenty-five (25) rice farmers from barangay Mitingkil. Descriptive type was used in this study. The researcher used interview schedule in data gathering with 100 respondents.

Findings portray that most of the respondents from the age bracket of 41-56 years and most of them are married, and male. The dominated by respondents are high school graduates. The largest farm size is 7.1-8.0 hectares and 59% of them own the land they cultivate.

The findings shows that majority of the respondents own a television and radio in accessing the information. The respondents from the chosen barangays claimed that there is a positive and strong relationship with the usefulness of new media and the media exposure.

## TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
APPROVAL SHEET	ii
ACKNOWLEDGMENT	iii
BIOGRAPHICAL SKETCH	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF APPENDICES	x
<b>INTRODUCTION</b>	
Background of the Study	1
Statement of the Problem	3
Objectives of the Study	4
Hypothesis of the Study	5
Significance of the Study	5
Scope and Limitation of the Study	6
<b>REVIEW OF RELATED LITERATURE</b>	
Rice Farming	7
Rice Farmers	8
Communication Characteristics	9
New Media Exposure	13
Agricultural Information	16
<b>METHODOLOGY</b>	
Theoretical Framework	17
Conceptual Paradigm	17
Operational Definition of Terms	19
Locale of the Study	20
Research Design	20

Sampling Design	15
Data Gathering Instrument	16
Data Gathering Procedure	16
Data Analysis	16
<b>RESULTS AND DISCUSSION</b>	
Socio-economic profile of the respondents	24
Farm profile of the respondents	26
Media Ownership	29
Media Access	29
Mass Media Exposure	30
Length of Exposure to Mass Media	31
Farm-related Information in Mass Media	31
Farm-related Information in New Media	33
Farm-related Problems	33
Problems Aided to Solve by Farmers	37
Usefulness of Mass Media Exposure in Solving the Problem	36
Usefulness of New Media Exposure in Solving Problem	37
Relationship between Mass Media and Usefulness of Media Exposure	38
Relationship between New Media and Usefulness of Media Exposure	39
<b>SUMMARY, CONCLUSION AND RECOMMENDATION</b>	
Summary	40
Conclusion	41
Recommendation	43
<b>Bibliography</b>	46

## LIST OF TABLES

TABLE		PAGE
1/	The Respondents	21
2/	Socio-economic characteristics of the respondents	25
3/	Farm profile of the respondents	27
4/	Media ownership of the respondents	29
5/	Frequency of Media Access	32
6/	Frequency of Media Exposure	33
7/	Length of media exposure of the respondents	31
8/	Exposure of farm-related information in mass media	32
9/	Exposure of farm-related information in new media	34
10/	Farm-related problems encountered of the respondents	35
11/	Problems abial to solve of the respondents	36
12/	Usefulness of mass media exposure in solving problem	37
13/	Usefulness of new media exposure in solving problem	37
14/	Relationship between mass media and usefulness of media exposure	38
15/	Relationship between new media and usefulness of media exposure	40

## LIST OF FIGURES

FIGURE		PAGE
1	Research paradigm of the study showing the independent and dependent variables	18

APPENDICES

APPENDICES		PAGE
A	Research Instrument	48
B	Letter Request	54

## BIBLIOGRAPHY

- Avur, S. (2012). Predicting the Farmer With Social Media. Retrieved from [https://study.com/pdf/1003\\_1699.pdf](https://study.com/pdf/1003_1699.pdf)
- Bachhav, Nishu Bhaguchand (2012). Information needs of the Rural Farmers: A Study from Maharashtra, India: A Survey. Retrieved from <http://digitalecommons.unl.edu>
- Beaman, Lori, Ariel Ben Yishay, Paul Fatch, Jeremy Mugruder, Mshfiq Moharuk (2014). Making Networks Work for Policy: Evidence from Agricultural Technology Adoption in Malawi. Working Paper, Northwestern University
- Cal, Jing, Alain de Janvry and Elisabeth Sadoulet (2016). Subsidy Policies with Learning from Stochastic Experiences. Working Paper
- Carfelo, E. (2015). *Legal underground*. New York: Gotham Books
- Carlisle, L. (2016). Factors influencing Farmer Adoption of Soil Health Practices in the United States: A Narrative Review. *Agroecology and Sustainable Food Systems*
- CGIAR (1995). Renewal of the CGIAR: sustainable agriculture for food security in developing countries. Retrieved from <http://digitalcommons.unl.edu>
- Cubua, J. (2016). Agricultural Information Access of Rural Farmers Through Radio. *Nam Gwinda Agricultural Radio Program*. Under Graduate Thesis
- Demiryuruk, K. et.al (2009). Agricultural information system and communication network: the case of dairy farmers in the Samsun province of Turkey. *Onduzun Mayis University, Faculty of Agriculture, 55139, Samsun, Turkey*
- Department Of Agriculture. (2005). GMA rice program. Retrieved November 18, 2006 at world wide web with <http://world.wide.gov.ph/rp/program/052205.htm#main>
- Food and Agriculture Organizations of the United Nations (FAO) 1993. *Zimbabwe*. Retrieved from [www.fao.org](http://www.fao.org)
- Grimsley, S. (2015) What is Communication? – Definition & Importance. Retrieved from <http://study.com/academy/lesson/what-is-communication-definition-importance.html>
- Gonzales, M. (2004). *The Rice Farmers of Nueva Ecija: A Participatory Approach to Participatory Development*
- Janice, R.A. (1971). The diffusion and adoption of some recommended practices in swine production. In: *Raising Development Communication*, edited by Juan F. Larrosa, 1975

- Manser, C.** (2015). *The Facebook Affect*. Retrieved June 15, 2016, from <http://www.usc.edu/daily/2016/sep/politics-social-media-092315.html> accessed
- Mayfield, A.** (2006). *What is social media*. Retrieved from [www.reprotax.com/docs/115/854427515.pdf](http://www.reprotax.com/docs/115/854427515.pdf)
- Munyua, H.** (2002). Application of information communication technologies in the agricultural sector in Africa: a gender perspective. In: Rathgeber, U. & Azero, B. G. (Eds.) *Gender and Information Revolution in Africa*. Retrieved from <http://digitalcommons.usf.edu>
- Muscato, C.** (2003). *Interpersonal Communication: Definition, Characteristics & Types*. Retrieved from <http://study.com/academy/lesson/interpersonal-communication-definition-characteristics-types.html>
- National Wildlife Federation (NWF)**. (2012). *Roadmap to increased cover crop adoption*. Washington, DC.
- Pujari, S.** (2015). *6 Main Characteristics of Communications*. Retrieved from <http://www.yourarticlelibrary.com/business-communication/6-main-characteristics-of-communications/1018>
- Taylor, H.** (2012). *Social Media for Social Change*. Retrieved from [info@strategicdialogue.org](mailto:info@strategicdialogue.org)
- Teevan, J.** (2015). *Do Social Media Change Our Behaviors*. Retrieved from <http://warren.com/do-social-media-change-our-behaviors/>
- University Of Asia And The Pacific.** (2002). *Food and agribusiness yearbook*. Pasig City, MetroManila: Belgora Publishing Inc.
- Wathore, N.G.** (2012). Utility of Instructional Materials in the Teaching of Geography at Higher Secondary Level. *International Educational e-Journal*, (Quarterly), ISSN 2277-2456. Volume 1, Issue-III, April-May-June