

**COMMUNICATIONS TECHNOLOGY IN IMPROVING THE LIVELIHOOD OF  
THE PEOPLE IN THE RURAL COMMUNITY OF MAPANGPANG  
SCIENCE CITY OF MUNOZ NUEVA ECUA**

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

**RHEA LYN B. VILLANUEVA**

June 2023

**APPROVAL SHEET**

This undergraduate thesis entitled "**COMMUNICATIONS TECHNOLOGY IN IMPROVING THE LIVELIHOOD OF THE PEOPLE IN THE RURAL COMMUNITY OF MAPANGPANG SCIENCE CITY OF MUNOZ NUEVA ECJA,**" prepared and submitted by **RHEA LYN B. VILLANUEVA** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:

  
Mr. PAOLO CARL E. SOLIVEN

Adviser

06/14/23  
Date Signed

**PANEL OF EXAMINERS**

APPROVED by the Committee on Oral Examination on     , 2023 with a grade of     

  
MARIA DELA FERNANDO

Critic 1

06/16/23  
Date Signed

  
CHERIE AMOR VILLIANO

Critic 2

06/14/23  
Date Signed

  
ZORILLE DEBA CRUZ-VILLAFLORES  
Department Research and Extension Coordinator

06/14/23  
Date Signed

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

  
MARIFE R. DE TORRES, PhD

Department Head

06/14/23  
Date Signed

  
JAY C. SANTOS, PhD

Dean, College of Arts and Social Sciences

06/14/23  
Date Signed

## THESIS ABSTRACT

1. TITLE: COMMUNICATIONS TECHNOLOGY IN IMPROVING THE LIVELIHOOD OF THE PEOPLE IN THE RURAL COMMUNITY OF MAPANGPANG SCIENCE CITY OF MUÑOZ NUEVA ECija

1.1 Total No. of Pages: 155

1.2 Text No. of Pages: One Hundred Fifty-Five

2. Researcher: VILLANUEVA, RHEA LYN B.

3. Type of Document: Undergraduate Thesis

4. Type of Publication: Unpublished

5. Accrediting Institution: Central Luzon State University  
Maharlika Highway, Science City of Muñoz  
3120, Nueva Ecija

6. Keywords: Communication, Individual, Modernization, Rural Community, Technology

7. Abstract:

### 7.1 Rationale/Background

Communication is one of the vital instruments used to relate to others, and to be aware of the things that surround you. But as time passes, communication also evolved from how it is use through then to how it is use through now, specifically from different places.

Technologies serves as a best tool to communicate and inform, it does not limit to gadgets and devices. The role of technology in people's working and personal life keeps on growing day-by-day.

individual/youth who have availability of time during the visit of the researcher in the community, that last for four weeks.

### **7.3 Major Findings**

The impact of communication technologies on individuals in rural community of Mapangpang in Science City of Muñoz, Nueva Ecija are significant. For the rural community of Mapangpang, communication technologies helped to improve access to information then; it increased connectivity. It gives economic opportunities and it improved social connections.

### **7.4 Conclusions**

The advent of modern communication technologies has greatly impacted the life of the people in the rural community of Mapangpang, Science City of Muñoz, Nueva Ecija. Because of this advancement of modern communication technologies, the people in the rural community of Mapangpang, Science of Muñoz, Nueva Ecija experience a more easy and convenient life. Their communication with long distance family and friends cost less yet still effective.

Through the modern communication technologies, people in the rural community of Mapangpang can now easily access to information, health and services. More importantly, the people in the rural community of Mapangpang opens different doors of opportunities because of modern communication technologies. The opportunities include, job vacancies that can be found in the

social media platforms, online selling/business, and as an avenue to acquire new new ideas for business ventures.

### **7.5 Recommendations**

Through the result of this study, the researcher recommends to: First, invest in a high-speed internet infrastructure in the rural community of Mapangpang, Science City of Muñoz, Nueva Ecija, the other recommendation is to provide training and support for the rural community. In addition, organizations can develop and deploy communication technologies specifically designed for rural community like the community of Mapangpang, Science City of Muñoz, Nueva Ecija. Overall, investing in high-speed internet infrastructure, providing training and support, and developing communication technologies tailored to the needs of rural communities can help improve the lives of people living in these areas.

## **8. Translated Abstract (Filipino):**

### **8.1 Rasyonale**

Ang komunikasyon ay isa sa mga mahalagang kasariyan na ginagamit upang magkaroon ng ugnayan sa iba. Kasabay sa pagbago ng panahon, ang pakikipagkomunikasyon ay nagbago rin, mag-iba ito sa kung paano gamitin noon sa kung paano gamitin sa ngayon. Ang teknolohiya para sa buhay ng tao na naninirahan sa rural na komunidad ay patuloy na lumalaga, sa pangkabuhayan at sa personal na pamumuhay.

## **ACKNOWLEDGMENT**

This manuscript is a product of determination, perseverance, love and dedication. This won't be successful without the help and generosity of the people behind this. Having this opportunity, the author would like to extend her sincerest gratitude to the following individuals who have played a significant role in the completion of this paper:

To her former thesis adviser and critic, Ma'am Ma. Adrielle S. Estiguy and Ma'am Chrysil Avegall N. Vallejo, thank you are not enough for the pieces of advice and suggestions they instill to accomplish this manuscript.

To her new adviser Mr. Paolo Carl E. Soliven, for his invaluable guidance, support, and encouragement throughout this journey. His expertise and insight have been instrumental in shaping this work and helping to navigate the challenges along the way.

To her critic Ms. Maria Celia Fernando, for the constructive feedback and thoughtful criticism. Your input has challenged the author to think critically and refine her ideas, ultimately leading to a stronger and more robust final product.

To her classmates and colleagues, thank you for your camaraderie and the intellectual exchange that has enriched the author's learning experience. Your contributions have been invaluable in shaping her ideas and perspectives.

To her friends: Rica, Frans, Joma, and her college besties- Jenel, Rosa and Nicoletta for the unwavering belief in her and her work, and for the time and effort you took to offer feedback and constructive criticism. Your insightful comments and suggestions helped to refine the manuscript and improve its overall quality. Most especially, for the emotional support provided who offered encouragement and motivation during moments of doubt and frustration. Your presence and friendship were a constant source of inspiration and comfort throughout the writing process.

To her Tatay Rey and her siblings: Kuya Mon, Ate Jeng, Diko Ren and Itchad, it is hard to express how grateful she is for the unwavering support and encouragement. Aside from financial support, your love, patience, and understanding have sustained her through the highs and lows of this endeavor, and she could not have done it without you.

To her angel, Nanay Nek in heaven, the unending source of love, encouragement, and support. Your wisdom and guidance have been instrumental in shaping the author's worldview; your memory and legacy continue to inspire the author every day. The author is deeply grateful for the time they spent together and the lessons she learned from you, you will always hold a special place in her heart, and this manuscript is dedicated to her memory.

To God, the deepest gratitude for the strength, guidance, and blessings that have sustained throughout this journey. Your grace and mercy have carried the author through the challenges and enabled her to persevere.

Lastly, to herself, offering congratulations for the hard work, dedication, and commitment that have brought her to this point. May this accomplishment be a reminder of the potential and serve as a source of inspiration for future endeavors.

Again, thank you all for your support and contributions to this manuscript.

## TABLE OF CONTENTS

	PAGE
TITLE PAGE .....	i
APPROVAL SHEET .....	i
THESIS ABSTRACT .....	iii
ACKNOWLEDGMENTS .....	ix
TABLE OF CONTENTS .....	xiv
LIST OF TABLES .....	xvi
LIST OF FIGURES .....	xvii
LIST OF ABBREVIATIONS .....	xviii
CHAPTER	
1. INTRODUCTION	
Rationale of the Study .....	1
Literature Review .....	5
Theoretical Framework .....	20
Conceptual Framework .....	21
Statement of the Problem .....	22
Definition of Terms .....	24
2. MATERIALS AND METHODS	
Research Design .....	25
Research Locale .....	25

Sampling Method. . . . .	26
Scope and Delimitations. . . . .	27
Research Instrument. . . . .	27
Data Gathering Procedure. . . . .	28
Data Analysis. . . . .	29
Ethical Considerations . . . . .	30
<b>3. RESULTS AND DISCUSSION</b>	
Socio-demographic of the Respondents. . . . .	36
Perception of the Youth Towards Modern Communication Technologies. . . . .	39
Results of the Changes Cause by the Modern Communication Technology. . . . .	42
Results of the Effects of Modern Communication Medium in the Livelihood of the People. . . . .	45
Conclusions. . . . .	87
Recommendations . . . . .	89
<b>REFERENCES</b> . . . . .	100
<b>APPENDICES</b>	
A. Cover Letter . . . . .	105
B. ERC Clearance. . . . .	106
C. Sample Questionnaire . . . . .	107
D. Transcription . . . . .	112
<b>CURRICULUM VITAE</b> . . . . .	156

### **LIST OF TABLES**

<b>Table No.</b>	<b>Title</b>	<b>Page</b>
1	Results of the Perception of the Youth Towards Modern Communication Technologies	43
2	Results of the Changes Cause by the Modern Communication Technology	45
3	Results of the Effects of Modern Communication Medium in the Livelihood of the People	47

## LIST OF FIGURES

Figure No.	Title	Page
1	Conceptual Framework of the Study	21

## **LIST OF ABBREVIATIONS**

**COVID-19:** Corona Virus Disease 2019

**GDP:** Gross Domestic Product

**ICT:** Information Communication Technology

**NGO:** Non-Government Organization

**RAI:** Rural Access Index of the Philippines

## REFERENCES

- Alhadad, I. (2022). *How Technology Influences Communication*. IJER Journal Publication. Ijser.org. <https://www.ijer.org/onlineResearchPaperViewer.aspx?How-Technology-Influences-Communication.pdf>
- Ashton, B., Patterson, L., Zary, X., & Kelly, W. (2015). *Growth Strategies for Rural Communities: Si Communities Case Study*. Brandman.ca. <https://www.brandman.ca/rdi/publication/growth-strategies-for-rural-communities-si-communities-case-study/>
- Asian Development Bank. (2017). *Public ICT Center for Rural Development*. Asian Development Bank. <https://dx.doi.org/10.32617/135178977-2>
- Bartang, J. A. O., San Buenaventura, P. A. R., & Garsast, J. A. H. (2020). *Going Beyond Measuring the Rural Access Index in the Philippines*. Bangkok, Thailand. *2020 Asia Pacific Statistics Week: A decade of action for the 2030 Agenda: Statistics that leaves no one and nowhere behind*. [https://www.unescap.org/sites/default/files/APS2020/71\\_Going\\_Beyond\\_Measuring\\_the\\_Rural\\_Access\\_Index\\_in\\_Philippines.pdf](https://www.unescap.org/sites/default/files/APS2020/71_Going_Beyond_Measuring_the_Rural_Access_Index_in_Philippines.pdf)
- Bartoo, E. B. (2007). *Dynamics of Development in Rural Communities*. *Think Asia*. <https://doi.org/http://hdl.handle.net/11540/3661>

- Chilima, W. L., & P. Ngulube. (2014). Role of Information and Communication Technologies in Sustainable Livelihoods in Selected Rural Areas of Tanzania. *African Journal of Library, Archives and Information Science*, 21(2), 153-166. <https://www.ujal.info/index.php/ajalis/article/view/106997>
- Corazon, C. B. (2002). Research and Development and Technology in the Philippines. *Philippine Institute for Development Studies*. <https://pidswebn.pids.gov.ph/CDN/PUBLICATIONS/pidsbk03-rpstechnology.pdf>
- Cultural Survival Quarterly Magazine (2010). The Philippines: Rural Families, Urban Income. [Culturalsurvival.org](http://www.culturalsurvival.org). <https://www.culturalsurvival.org/publications/cultural-survival-quarterly/philippines-rural-families-urban-income>
- Dela Rosa, J. P. (2016). Experiences, Perceptions, and Attitudes on ICT Integration: A Case Study Among Novice and Experienced Language Teachers in the Philippines. *International Journal of Education and Development Using Information and Communication Technology*, 12(3), 37-57. <https://eric.ed.gov/?id=EJ1114823>
- Gale, F. H. (1997). Is There a Rural-Urban Technology Gap? Results of the ERS Rural Manufacturing Survey. *Rural Manufacturing Study*, Department of

- Agriculture, United States. *Issues in Rural Manufacturing: Results of the ERS Rural Manufacturing Survey*. Usda.gov. <https://www.ers.usda.gov/publications/pub-details?pubid=92137>
- Henry, L. (2018). Bridging the urban-rural digital divide and mobilizing technology for poverty eradication: challenges and gaps. *Department of Economics, University of the West Indies, St. Augustine, Trinidad and Tobago*. <https://www.un.org/development/desa/dapi/wp-content/uploads/sites/22/2019/03/Henry-Bridging-the-Digital-Divide-2019.pdf>
- Hyman, E. (n.d.). *Appropriate Technology as a Development Strategy for Rural Areas in Developing Countries*. [https://pdf.usaid.gov/pdf\\_docs/priaay194.pdf](https://pdf.usaid.gov/pdf_docs/priaay194.pdf)
- McMullin, C. (2021). Transcription and Qualitative Methods: Implications for Third Sector Research. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*. <https://doi.org/10.1007/s11266-021-00400-3>
- Musingafi, M. C. C., & Zebawi, S. (2014). The Role of Information and Communication Technology in Rural Socio-Economic Development in Africa. *International Journal of Public Policy and Administration Research*, 1(2), 38-46.

## References

86

- Nampija, D. (2018). The Rise of ICT in Community Rural Development: The Case Study of Bwama Multi-Media Community Centre MPIC District, Uganda: *University of Agder*. <https://doi.org/https://hdl.handle.net/11250/135179>
- Netindiya, A. R. & Ajenkar, S. R. (2021). ICT in Rural Development : Application and Challenges - A Ezview. *International Journal of Scientific Research in Science and Technology*, 461-472. <https://doi.org/10.32629/ijssr1218664>
- Obeda, R. A. (2019). Use of Information and Communication Technologies Among Farmers and Extension Workers and Its Relevance to the Agricultural Development in the Province of Northern Samar. *SRG International Journal of Economics and Management Studies*, 6(4), 85-93. <https://doi.org/10.11440/23939125/IJEMS-V6I4P117>
- Opedogo Jr., R. B. (1996). Rural Development: The Case of the Philippines. *Forum of International Development Studies*. <https://www.grid.nagoya-u.ac.jp/hpub/research/public/Yo:un/05/03.pdf>
- Ormond-Parker, L., Carr, A., Florde, C., Oboe, K., & O'Sullivan, S. (2013). *Information Technologies and Indigenous Communities*. (2013). AIATSIS. <https://aiatsis.gov.au/publication/35220>
- Overbeek, M. N. M., & Terluin, J. J. (2012). *Rural areas under urban pressure : case studies of rural-urban relationships across Europe*. AGRIS:

- International Information System for the Agricultural Science and Technology;  
<https://agris.fao.org/agris-search/search.do?recordID=HL201203909>
- Parahi, S. (2015). Impact Of Modernization on Development of Adolescents The Media, Culture, Technology. Semantic Scholar. <https://www.semanticscholar.org/paper/IMPACT-OF-MODERNIZATION-ON-DEVELOPMENT-OF-THE-Parahi/20f8b5e1a9456d74462fae75cb2279c54ub8c19c>
- Qubra, M., & Tschang, T. (2001). Information and Communication Technology and Poverty: An Asian Perspective. *Asian Development Bank, 12*. <https://www.adb.org/publications/information-and-communications-technology-and-poverty-asian-perspective>
- Qureshi, L.A., Yasmin, R., Ilyas, K., Whitey, P., & Khan, I. (2013). Information Communication Technologies (ICT) and Its Impact on the Livelihood of Communities Involved in the Agriculture: A Case Study of Pakistan. *Middle-East Journal of Scientific Research, 18(5)*, 627-634. doi:10.5829/icas/mesr.2013.18.5.11730
- Rahim, S., Tle, S., & Begum, A. (2014). Diffusion of ICT in Rural Areas Community for Socio-Economic Development under the Platform of E-

- OLAC. *Information and Knowledge Management*, 4(12), 201-204.  
<https://www.iste.org/journals/index.php/IKM/article/view/18529/18523>
- Rice, E. S., Holmes, F., Royce, P., & Thompson, S. C. (2016). Social media and digital technology use among Indigenous young people in Australia: a literature review. *International Journal for Equity in Health*, 15(1), <https://doi.org/10.1186/s12933-016-0365-0>
- Trendov, R. M., Varsi, S., & Zeng, M. (2019). *Digital technologies in agriculture in rural areas – Status report*. Rome, Licence: cc-by-nc-sa 3.0 Igo.  
<https://www.scribd.com/book/419466193/Digital-Technologies-in-Agriculture-and-Rural-Areas-Status-Report>
- Ulack, R. (1985). Ties to Origin, Remittances, and Mobility: Evidence from Rural and Urban Areas in the Philippines. *The Journal of Developing Areas*, 20(3), 339–356. <http://www.jstor.org/stable/4191464>
- Verma, P., & Singh, A. (2014). Multifaceted Impact of Technology on Rural Development. *SSRN Electronic Journal*.  
<https://doi.org/10.2139/ssrn.2481348>
- White, K. (2022). *Small Town and Rural Economic Development: A Case Study Analysis of Strategies for Success*. ScholarWorks@GVSU.  
<https://scholarworks.gvsu.edu/sprihareview/vol18/iss1/9/>

- Zapf, W. (2004). Modernization theory - and the non-western world. *Scopus*.  
<https://doi.org/10.1016/j.sbspro.2011.09.503>