

FACTORS INFLUENCING AWARENESS ON ENVIRONMENTAL ISSUES IN
CARRANGLAN, NUEVA ECIJA, PHILIPPINES

SIMON W. MAINA

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ABSTRACT

MAINA, SIMON W. Institute of Graduate Studies,
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Adviser : Dr. Teodora T. Acoba

This study aimed to determine the factors influencing the awareness on environmental issues in Carranglan, Nueva Ecija, Philippines. Specifically, it aimed at determining the socio-economic characteristics of the respondents and the level of awareness on environmental issues, communication-related factors that influenced the respondents' level of awareness on environmental issues, perceived environmental problems and their suggested solutions to these problems.

Purposive random sampling was used to determine the respondents of this study. As such, 218 households which composed 10 percent of the total households in the six barangays were taken as the respondents. An interview schedule was used in gathering the data from the respondents. Descriptive statistics and correlation analysis such as Pearson's product-moment of correlation and chi-square test were used to analyze the data.

Results showed that some socio-economic characteristics like education and income had highly significant relationship to awareness on environmental issues of the respondents. Likewise mass media and exhibits were significantly related to awareness on environmental issues.

Since the awareness on environmental issues was found to be high, the government, non-government organizations and other groups that are involved in the improvement of peoples' lives in the rural areas should review their programs of implementation. They should refocus their awareness programs to more action oriented programs that make people act on environmental restoration and preservation.

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