

**FACTORS INFLUENCING CHILDREN'S UTILIZATION OF GADGETS IN
SELECTED BARANGAYS IN SAN MATEO, ISABELA**

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**An undergraduate Thesis Submitted to the Faculty of the Department of
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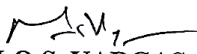


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APPROVAL SHEET

This undergraduate thesis entitled **FACTORS INFLUENCING CHILDREN'S UTILIZATION OF GADGETS IN SELECTED BARANGAYS IN SAN MATEO, ISABELA** prepared, presented and submitted by **CLEVER JOY MARIE M. TOME** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.


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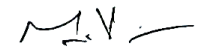
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Most specially, the researcher would like to thank God who guided her and gave her knowledge that she had used to finished the study, and for being her inspiration to be strong no matter what happen she will never give up.

BIOGRAPHICAL SKETCH

The author was born on July 26, 1999 at San Mateo, Isabela. Her father is Mr. Marlon G. Tome, a driver and a famer and her mother is Mrs. Engracia M. Tome, a private employee. She lives at Brgy. Salinungan East, San Mateo, Isabela. She has three siblings, two sisters and a brother. Her eldest sister is Marie Grace, the youngest sister is Rania, and her only brother is John Mar- Ace. She studied at Salinungan East Elementary School (SEES) from 2005-2011 and graduated as First Honorable Mention. She graduated secondary at Salinungan National High School on April 2015. She is currently taking up Bachelor of Science in Development Communication at Central Luzon State University.

When she was kid, she loves to read story books and thrice awarded as Best in Reading. She also joined Drum and Lyre Competition and twice competed in Regional Level. One of her habit is to watch Korean Drama and K-pop music videos because she loves Korean. Listening to music of One Direction and Ed Sheeran makes her heart feel better in times of problems.

Her goal is to graduate on time and to get a good job because she wants to help her parents earn. She wants to make her parents proud of her so she always does her best to ensure her good grades. One of her dream is to become a good newscaster because when she was on elementary and high school, she always joined Broadcasting. She was also a Feature Writer in their school paper called Salinungan Echo. With all the experiences and knowledge she had learned from journalism, she pursued BS in Development Communication to develop and improve her writing skills and communication skills.

She is always grateful to God for having a good family and for always answering her prayers because she believes that “For with God, nothing will be impossible”.

ABSTRACT

TOME, CLEVER JOY MARIE M., Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Munoz, Nueva Ecija, Philippines, June 2019. **FACTORS INFLUENCING CHILDREN'S UTILIZATION OF GADGETS IN SELECTED BARANGAYS IN SAN MATEO, ISABELA.**

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This study sought to determine the factors influencing children's utilization of gadgets in selected barangays in San Mateo, Isabela. The respondents were parents who have children aged 7-12 years and exposed on gadgets. An interview Schedule was used as the Data Gathering Instrument to gather information about their socio-economic profile, communication characteristics, level of exposure on gadgets, disciplinary action employed by parents, effects of gadgets, and other factors influencing children. The data gathered were analyzed through the use of Descriptive Data Analysis such as frequency, percentage, mean, and range.

The results of the study revealed that smartphones are the frequently used gadget and children learned to use gadget first to their mother. The findings indicate that the main reason why children make use of gadgets to play games and watch movies. On the other hand, majority of the respondents have rules and disciplinary actions employed for their children's gadget utilization. However, majority of the respondents' children learned first to use cellphone and results of the study show that more children prefer cellphone than other gadgets. Conducting similar study is recommended but with cooperation of the children for wider information.

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