

**EFFECTIVENESS OF INFOBLAST IN DISSEMINATING INFORMATION  
AMONG CLSU STUDENTS**

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## ABSTRACT

MANGASER, PATRICIA D., Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, June 2019. **EFFECTIVENESS OF INFOBLAST IN DISSEMINATING INFORMATION AMONG CLSU STUDENTS.**

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This study aimed to determine the effectiveness of InfoBlast in disseminating information among CLSU students. The respondents were students of CLSU enrolled during the summer class of AY 2017–2018, with age ranging from 18 to 27 years old. A survey questionnaire was used to collect their socio-economic characteristics, communication characteristics, exposure to InfoBlast, type of messages disseminated by InfoBlast, message utilization and benefits of the message from InfoBlast and activities attended by the informants as a result of exposure to InfoBlast and their perceived effectiveness. The data collected were analyzed by getting their frequency, percentage, mean and correlation.

The result of this study revealed that InfoBlast was found effective in disseminating information among the respondents whether it is shared interpersonally or through electronic media. However, the message is more effective if it is shared through interpersonal media. Hence, the use of text messaging was recommended to be utilized as an additional medium of InfoBlast for those students with no internet access. Conducting similar study including the CLSU faculty and staff was likewise recommended for a wider scope of the study.

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