

Thesis/Dissertation Abstracts

Compiled and Edited by
Violeda A. Umali

*This section of *Plaridel* showcases the scholarly outputs and major creative works of communication students in the Philippines. Through this section, the journal aims to inform local and foreign communication and mass media educators, scholars and practitioners, as well as other interested individuals or groups, about the nature, scope, and diversity of communication scholarship and creative endeavors that Philippine schools of communication produce.*

For this issue, we feature the works of the students of the University of the Philippines College of Mass Communication (UP CMC) for the year 2004 related to new media. Future issues of the journal will feature the works of UP CMC students for the succeeding years and the works of students from other communication schools.

Alibasa, Benedict C. (2004). *Are you one of us? An analysis of the effect of cell phone advertisements on television on the buying behavior of its audience.* Unpublished B.A. thesis, UP CMC. This study uses survey, focus group discussion (FGD), and content analysis methods to study the relationship between exposure to mobile phone brand advertisements aired on television and the buying behavior of the intended consumers of the advertised products. Results indicate that although the advertisements do not entice the viewers to buy the product immediately, the ads stir curiosity, which may lead to product purchase.

Atilano, Ma. Rosario G. & Miralo, Bernadette B. (2004). *E.Comm: Connecting people (A study on the role of the mobile phone and the Internet in the lateral communication of employees in business companies).* Unpublished B.A. thesis, UP CMC. This research examines how the mobile phone, e-mail, and chat services figure in the lateral communication of business employees. The survey and FGD results reveal that among the three modes of communication, the e-mail is the most commonly used by the employees because of its capability to send bigger files, upload documents, and share large files with the clients, managers, and co-workers. These communication media serve

a minimal function in building relationships among the employees. They primarily serve as enforcers of relationships that had been there all the while, even before the technologies themselves existed.

Bernardo, July U. (2004). *DZUP interactive: UP students' evaluation of Web radio elements for Diliman radio station DZUP*. Unpublished B.A. thesis, UP CMC. This study has two components: a content analysis of the current DZUP website in terms of interactivity, depth, and access; and a survey aimed at gathering UP students' feedback on the proposed Web elements for said radio station. The content analysis shows that the DZUP website was not very interactive, did not have much depth, and was hardly visited by its intended audience. Among the proposed elements for the website, the survey respondents showed greatest interest in those pertaining to news, program information, and Web visitor interaction.

Buendia, Mary May M. (2004). *ivote_debate_sali na! A case study on the multimedia televoting segment of GMA 7's "Debate with Mare and Pare" and its effectiveness in representing issues and public opinion*. Unpublished B.A. thesis, UP CMC. This study involves formulating a framework that can help understand the structure of televoting polls, the question formulation, and their announcement of the results. The research is unobtrusive because it uses secondary data in comparing the results of *Debate* polls and Social Weather Stations polls to determine televoting's effectiveness in representing public opinion. The findings show that televoting polls are unreliable in assessing public opinion but are effective in presenting issues.

Carillo, Alaina Francine D., Fermin, Stephanie T. & Malibiran, Ceres Joyce S. (2004). *http://www.ethicsforsale.com: A quantitative-qualitative study on the perception and attitudes of Internet users, Web advertisers and website hosts on the ethicalness of Internet advertisements*. Unpublished B.A. thesis, UP CMC. This study aims to determine how Internet users, Web advertisers, and website hosts assess what is ethical and unethical in Internet advertising. Results reveal that the Internet users have a neutral stance regarding the ethicalness of Internet ads. However, the researchers found several ethical violations in online advertisements. Web advertisers also recognize that ethical violations exist in Internet ads. On the other hand, Web hosts find it unfair to cite violations because there are no set rules and standards on what is ethical and what is not in online advertising.

Cendaña, Zynara Anne S., Javier, Shiela C. & Villanueva, Nina Ricci Marie L. (2004). *In behalf of women: A study on the use of conventional mass media and new communication technologies by women's non-governmental organizations for their advocacy and legal services.* Unpublished B.A. thesis, UP CMC. This is a multi-method descriptive study that focused on how three women's NGOs use various media to further their advocacy. The three NGOs use both conventional mass media and newer communication technologies to disseminate information and educate the public about women's issues. However, there are instances when mass media exposure becomes counter-productive because of media's gender insensitivity and shallow coverage of gender issues. While the NGOs use the media to create awareness of the cases they handle, they are still very cautious in using these media in connection with their legal services.

Corpin, Donna Mae T. & Cortez, Jeremiah Q. (2004). *Virtual voices: The politics of critical opinion in cyber-barangays.* Unpublished B.A. thesis, UP CMC. Addressing the empowering potential of the Internet, this study examines two Filipino e-groups guided by the perspectives of Habermas' ideal speech situation, Kincaid's convergence model, and Burke's dramatic pentad. The major findings indicate that the Internet is a vital tool for critical e-group members in voicing out their opinions. But the critical members of an e-group do not detach themselves from the real community; rather, their concern for the real community is expressed in virtual communities. Findings also indicate that empowerment and a sense of belongingness are among the most significant outcomes of membership in cyber-barangays.

Dagohoy, Princess Diane H. (2004). *The modern individual: An ethnographic study on the identity, communicative styles and work ethics of call center agents.* Unpublished B.A. thesis, UP CMC. This study focuses on the performances and practices of call center agents. Data were gathered through observations of the social actors in their work setting and through key informant interviews centering on the informants' descriptions of the self and narration of their experiences in the workplace. The study takes a macro and micro perspective in analyzing the consequences of modernity that focuses on its effects on the individual. Rather than seeing the individual as passive and restrained by the changes brought about by modernity, the study presents an individual who is rational and goal-oriented, whose identity is dynamic and fluid, and who is capable of adapting and adjusting to the changes brought by modernity.

Del Rosario, Michael G. & Vergara, Teoderico Jr. E. (2004). *Ads in disguise: An exploratory study on how online advertisements influence the editorial content of Philippine news sites*. Unpublished B.A. thesis, UP CMC. This study looks at the quality of news published amidst the financial concern of online news sites. In question was the clear demarcation between commerce and content in news publication. The researchers discovered some unethical practices with regard to online advertisements and their relationship with the news. The study shows the need for a code of ethics for online journalism and for Internet use as a whole.

Gloria, Mira Catherine B. (2004). *Wired politics: A study on the emergence of election-related websites in the Philippines*. Unpublished B.A. thesis, UP CMC Diliman. This study delves into the way Philippine political candidates and NGOs have tapped the Internet for their political ends. Eight election-related websites were analyzed, and interviews with Web watchers from the journalism and political science fields were conducted. An online survey was also undertaken to gauge Filipino netizens' assessment of these websites. Findings indicate that the potential of the Internet as a political tool is not yet appreciated in the country.

Pascua, Liberty P. (2004). *The mobile Filipino: A comparative study on the urban and rural Filipino families' adoption and use of the mobile phone for interactions*. Unpublished B.A. thesis, UP CMC Diliman. This study uses quantitative and qualitative methods in determining trends in Filipino families' adoption of the mobile phone and their use of said technology for interactions. A secondary analysis of relevant survey data from the Social Weather Stations and focus group discussions with six families were conducted. On the whole, the results point to a digital divide in mobile phone ownership, in favor of higher-income and urban-based families. However, both urban- and rural-based adopters have their unique communication needs addressed by the mobile phone.

Pe Benito, Jeffrey Henry C., Perez, Jose Benjamin R. & Tobias, Juay S. (2004). *The face of the new media: A comparative content analysis of Bulatlat.com and Philstar.com*. Unpublished B.A. thesis, UP CMC. This study compares the organizational structure of mainstream and alternative online organizations. Data were gathered through content analysis of five major issues covered by the two subject online publications, focus interviews with personnel from these publications,

and a survey of their readers. The two publications do not always differ in the kinds of issues that they cover, but they differ in the way they cover said issues. Further, both have shown, albeit in drastically different ways, how a small team can run an interactive publication and get its share of loyal readers.

Posadas, Ma. Kristelle K. (2004). *Text TV: Looking through ABS-CBN and its incorporation of SMS interactivity*. Unpublished B.A. thesis, UP CMC. Six interactive programs of ABS-CBN were studied to describe and assess the incorporation of the SMS technology in television programming. Results of the surveys, participant observation, and interviews show that there are interrelated factors that affect the audience's participation in the interactive programs. These are the rating and content of the show, and the audience's perceived reasonableness of the cost of participating in the show. The incorporation of SMS interactivity has contributed to maintaining network loyalty among the audience.

THIRD PLARIDEL LECTURE

Ilang Kuwentong Radyo ni Tiya Dely
Fidela M. Magpayo

FOURTH PLARIDEL LECTURE

Probing Television and Media Education
Cecilia L. Lazaro

REVIEWS

Technologies of Body and Soul
Book Review of ***Transforming Technologies:
Altered Selves – Mobile Phone and Internet Use
in the Philippines***
by Raul Pertierra
Sakari Taipale

Mapping the Ethics of Media Practice
Book Review of ***Mass Communication Ethics:
A Primer***
by Andres G. Sevilla
Fernando A. Austria, Jr.

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