

**EXPOSURE TO AND EFFECTIVENESS OF RAPPLER.COM AS
NEWS PROVIDER AMONG SELECTED STUDENTS OF
CAVITE STATE UNIVERSITY - MAIN CAMPUS**

THESIS

MAYREEN V. DISPULO

**College of Arts and Sciences
CAVITE STATE UNIVERSITY**

Indang, Cavite

Cavite State University (Main Library)



T6183

THESIS/SP 070.4 D63 2014

April 2014

**EXPOSURE TO AND EFFECTIVENESS OF RAPPLER.COM
AS NEWS PROVIDER AMONG SELECTED STUDENTS
OF CAVITE STATE UNIVERSITY - MAIN CAMPUS**

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfilment
of the requirements for the degree
Bachelor of Arts in Mass Communication



00010009

*Exposure to and effectiveness of
rappler.com as news provider among
070.4 D63 2014
T-6183*

MAYREEN V. DISPULO
March 2014

ABSTRACT

DISPULO, MAYREEN V., Exposure To and Effectiveness of Rappler.Com as News Provider among Selected Students of Cavite State University - Main Campus. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University, Indang, Cavite. March 2014. Adviser: Mr. Allan Robert C. Solis.

Generally, this study aimed to determine the exposure and effectiveness of Rappler.com as news provider among selected students of Cavite State University- Main Campus. Specifically, it aimed to determine: the participants' level of exposure to Rappler.com as news provider; the effectiveness of Rappler.com as news provider in terms of accuracy, timeliness and significance the relationship between exposure to Rappler.com; and its effectiveness as news provider among selected students of Cavite State University - Main Campus.

The study used survey questionnaire as research instrument to gather essential information in conducting the study. A validated questionnaire which is divided into three parts was designed to meet the research objectives. The first part contained items about the participant's personal information including their name, year level, and course. The second part measured and determined the level of exposure to Rappler.com of the participants. The last part of the questionnaire determined the perception of the participants on the effectiveness of Rappler.com as news provider in terms of: accuracy, timeliness and significance.

Results showed that majority of the participants spend one to 15 minutes on reading news articles on Rappler.com at least once a week. Participants were found to be

reading news on Rappler.com almost a month. It was perceived by half of the participants that local news is best delivered by Rappler.com.

Moreover, Rappler.com is perceived to be effective as a news provider in terms of: accuracy, timeliness, and significance.

Lastly, there is a significant relationship between effectiveness and frequency of visiting Rappler.com. On the other hand, there is no significant relationship between the length of time spent in visiting Rappler.com, length of time that the participants have Rappler.com as a news, and kind of news delivered best by Rappler.com

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
LIST OF TABLES	xii
LIST OF APPENDICES	xv
INTRODUCTION	1
Statement of the Problem	2
Objectives of the Study	3
Hypotheses	3
Theoretical Framework	4
Conceptual Framework	5
Significance of the Study	5
Scopes and Limitations of the Study	6
Definition of Terms	7
REVIEW OF RELATED LITERATURE	9
METHODOLOGY	21
Research Design	21
Time and Place of the Study	22
Variables of the Study	22
Participants of the Study	22

Sampling Procedure	22
Research Instrument	23
Data Gathering Procedure	23
Data Processing Technique	24
RESULTS AND DISCUSSION	27
SUMMARY, CONCLUSION AND RECOMMENDATION	35
Summary	35
Conclusion	36
Recommendation	37
REFERENCES	38
APPENDICES	40

LIST OF TABLES

Table	Page
1 Level of exposure of the participants to Rappler.com in terms of frequency of visiting.....	27
2 Level of Exposure of the Participant to Rappler.com in terms of Time spent in reading news.....	28
3 Level of Exposure of the Participants to Rappler.com in terms of Length of Time reading Rappler.com.....	29
4 Kind of News Delivered by Rappler.com.....	31
5 Interpretation of the Level of Exposure in terms of Frequency of Reading, Time Spent, Length of time, Perceived Kind of News Delivered by Rappler.com.....	32
6 Effectiveness of Rappler.com as News Provider as Perceived by the Participants.....	33
7 Relationship between Exposure to Rappler.com and Its Effectiveness as News Provider as perceived by the participants.....	34

LIST OF APPENDICES

Appendix		Page
1	Sample Research Instrument	40
4	Certification from the English Critic	43
5	Certification from the Statistician	44
6	Curriculum Vitae	45

**EXPOSURE TO AND EFFECTIVENESS OF RAPPLER.COM
AS NEWS PROVIDER AMONG SELECTED STUDENTS
OF CAVITE STATE UNIVERSITY - MAIN CAMPUS**

MAYREEN V. DISPULO

An undergraduate thesis report submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfilment of the requirements for the degree Bachelor of Arts in Mass Communication, major in Journalism with Contribution No. _____. Prepared under the supervision of Mr. Allan Robert C. Solis.

INTRODUCTION

Long before users were able to access newspapers online, the Internet was the focal point of social interactivity. As the popularization of the social media continues, traditional news organizations have already started relocating towards online to attract new readers while still trying to hold on to their existing print or broadcast audiences (Grabowicz, 2013).

According to internet analytics company comScore, the Philippines has the fastest growing internet audience in Southeast Asia. The number of online users jumped 22 percent from March 2012 to March 2013. The study also states that majority of online users in Southeast Asia's emerging internet markets are under the age of 35. In the Philippines alone, 71 percent of the internet audience is between the ages of 15 and 34 (as cited in Visconti, 2013). Based from the figures given, it is undeniable that Filipinos had integrated the functions of the internet in their daily lives.