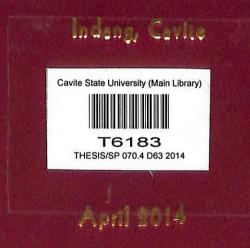
EXPOSURE TO AND EFFECTIVENESS OF RAPPLER.COM AS NEWS PROVIDER AMONG SELECTED STUDENTS OF CAVITE STATE UNIVERSITY - MAIN CAMPUS

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

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

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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

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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.