

EXPOSURE TO AND PERCEIVED EFFECTIVENESS OF SOCIAL
MEDIA AS A TOOL IN RAISING HUMAN RIGHTS
AWARENESS AMONG SELECTED STUDENTS IN
CAVITE STATE UNIVERSITY

THESIS

LEA C. BONAGUA
FEBUAKETTE M. CASPILLO

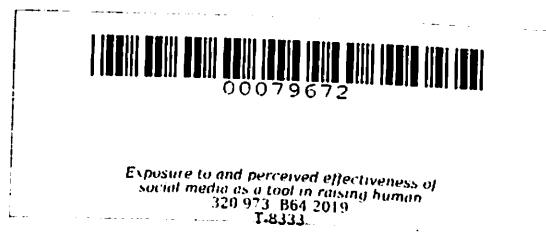
College of Arts and Sciences
CAVITE STATE UNIVERSITY
Indang, Cavite

June 2019

**EXPOSURE TO AND PERCEIVED EFFECTIVENESS OF SOCIAL MEDIA AS
A TOOL IN RAISING HUMAN RIGHTS AWARENESS AMONG SELECTED
STUDENTS IN CAVITE STATE UNIVERSITY**

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

**In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Journalism**



**LEA C. BONAGUA
FEBUAKETTE M. CASPILLO
June 2019**

ABSTRACT

BONAGUA, LEA C and CASPILLO, FEBUAKETTE M. Exposure to and Perceived Effectiveness of Social Media as a Tool in Raising Human Rights Awareness Among Selected Students in Cavite State University. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. June 2019. Adviser: Ms. Erica Charmane B. Hernandez.

The study was conducted from December 2018- February 2019 at Cavite State University. Generally, this aimed to determine the level of exposure to and perceived effectiveness of social media as a tool in raising human rights awareness among selected students in CvSU. Specifically, it aimed to measure their level of exposure to social media; their awareness on human rights; the perceived effectiveness of social media as a tool in raising human rights awareness; and the relationship between their level of awareness on human rights and perceived effectiveness of social media as a tool in raising human rights awareness.

This study utilized the descriptive- quantitative method of research and used survey questionnaire with four parts. Purposive sampling was used in the selection of the 270 participant.

Results revealed that most of the participants were highly exposed in terms of social media usage, length of using social media, and length of usage in a year. In addition, they were highly aware on human rights. Hence, social media was found to be a highly effective tool in raising human rights awareness. However, there was no significant relationship between the level of awareness of the participants on human rights and the perceived effectiveness of social media as a tool in raising human rights awareness.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	v
ABSTRACT.....	vii
LIST OF TABLE.....	viii
LIST OF APPENDICES.....	ix
INTRODUCTION.....	1
Statement of the Problem.....	3
Objectives of the Study.....	4
Hypothesis.....	5
Significance of the Study.....	5
Scope and Limitation of the Study.....	6
Definition of Terms.....	6
Theoretical Framework.....	8
Conceptual Framework.....	9
REVIEW OF RELATED LITERATURE.....	11
METHODOLOGY.....	30
Research Design.....	30
Sources of Data.....	30
Participants of the Study.....	31

Sampling Technique.....	31
Data Gathered.....	32
Statistical Treatment of Data.....	34
RESULTS AND DISCUSSION.....	37
Participants' Level of Exposure to Social Media.....	37
Participants' Level of Awareness on Human Rights.....	42
Perceived Effectiveness of Social Media.....	47
Relationship Between the Level of Awareness on Human Rights and Perceived Effectiveness of Social Media.....	52
SUMMARY, CONCLUSION, AND RECOMMENDATIONS.....	55
Summary.....	55
Conclusion.....	56
Recommendations.....	57
REFERENCES.....	58
APPENDICES.....	62

LIST OF TABLES

Table		Page
1	Frequency and percentage distribution of the participants who are using social media websites	35
2	Frequency of usage of social media per week.....	38
3	Participants' duration of social media usage per day.....	39
4	Years spent by the participants in using social media.....	40
5	Overall level of exposure of the participants on social media.....	41
6	Level of awareness of participants on human rights.....	42
7	Perceived effectiveness of social media as a tool in raising awareness on human rights.....	47
8	Relationship between level of awareness on human rights and perceived effectiveness of social media.....	52

LIST OF APPENDICES

Appendix		Page
1	Curriculum Vitae.....	65
2	Informed Consent.....	72
3	Instrument.....	75
4	Certificate of validation.....	81
5	Certificate of Ethics Review Board.....	85
6	Certificate of Statistician.....	86
7	Certificate of English critic.....	87
8	Raw Data.....	88
9	Routing Slip.....	88

EXPOSURE TO AND PERCEIVED EFFECTIVENESS OF SOCIAL MEDIA AS A TOOL IN RAISING HUMAN RIGHTS AMONG SELECTED STUDENTS IN CAVITE STATE UNIVERSITY

**Lea C. Bonagua
Febuakette M. Caspillo**

An undergraduate thesis manuscript submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in fulfillment of requirements for the degree of Bachelor of Arts in Journalism with Contribution No. T-CAS2019-ABJ013 Prepared under the supervision of Ms. Erica Charmane B. Hernandez

INTRODUCTION

The increase in Internet accessibility has brought the general public highly desirable outcomes such as substantial development in the way people communicate, changes in the way work is done, and for being to do more, with increased competence and effectiveness in less the time and cost especially among the working sector of the society. These positive outcomes are felt by many in their pursuit for knowledge. However, the rise of social media had rapidly brought information whether in the form of videos, pictures or articles including issues about human rights violation. The media have made a contribution in revealing human rights harms.

Human rights, according to Orend (2002), are “generally moral rights claimed by everyone and held against everyone, especially against those who run social institutions.” Human rights are commonly understood as rights inherited by all human beings.