

**EXPOSURE TO AND EFFECTIVENESS OF SPEECH-RELATED YouTube
TUTORIALS AS PERCEIVED BY SELECTED SPEECH
COMMUNICATION STUDENTS OF LYCEUM OF
THE PHILIPPINES UNIVERSITY-CAVITE**

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GIZELLE M. JOSE
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Department of Languages and Mass Communication


Author: **GIZELLE M. JOSE**

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APPROVED:

 03-27-14
LADY AILEEN G. AMBION
Adviser


03-27-14
Date

 03-27-14
MARK SHERWIN M. MAESTRO
Technical Critic

03-27-14
Date


MICHELE T. BONO
College Research Coordinator

3-27-14
Date


MARILOU S. MATILLA
Department Chairperson

3-27-14
Date


LYNN G. PENALES, Ph.D.
Dean

Date

ABSTRACT

JOSE, GIZELLE M. Exposure to and Effectiveness of Speech-related YouTube Tutorials as Perceived by Selected Speech Communication Students of Lyceum of the Philippines University-Cavite. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University. Indang, Cavite. March 2014. Adviser: Ms. Lady Aileen G. Ambion.

This study was conducted to determine the relationship between the level of exposure and the perception of the participants on the effectiveness of speech-related YouTube tutorials. Specifically, this study was conducted to: determine the level of exposure of the participants to speech-related YouTube tutorials in terms of: a) frequency of watching; b) time spent in watching; and c) number of videos being watched every time they visit it; determine the perception of the participants on the effectiveness of speech-related YouTube tutorials; and assess the relationship between the level of exposure to speech-related YouTube tutorials and the perception of the participants on its effectiveness. The study was conducted at Lyceum of the Philippines University–Cavite from November 2013 to February 2014.

Purposive sampling was used in getting the sample size of the participants wherein in 100 students were selected.

Descriptive method was used in this study. A survey questionnaire was prepared and distributed to the participants to determine the level of their exposure to speech-related YouTube tutorials in terms of frequency of watching, how much time they spent

every time they watch, and in terms of number of videos they watch; and their perception on the effectiveness of such videos.

Based on the results, majority of the participants visit speech-related YouTube tutorials once a week; almost half of the participants spend up to six minutes or more in watching speech-related YouTube tutorials; and majority of them just watch only one video of speech-related tutorial every time they visit YouTube.

Meanwhile, majority of the participants perceived such videos as very effective in terms of content and effective in terms of interactivity and accessibility. It was also found that generally, there was no significant relationship between the perception on the effectiveness and time of spent in watching, and number of videos being watched.

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