

*PROFILE, TELEVISION VIEWING AND SOCIAL BEHAVIOR
OF FIRST YEAR STUDENTS OF PUBLIC HIGH
SCHOOLS IN INDANG, CAVITE*

Thesis

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April 2011

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**PROFILE, TELEVISION VIEWING AND SOCIAL BEHAVIOR OF FIRST
YEAR STUDENTS OF PUBLIC HIGH SCHOOLS
IN INDANG, CAVITE**

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 Science in Psychology



*Profile, television viewing and social
behavior of first year students of public*
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ABSTRACT

FERANIL, BLESSIE E. Profile, Television Viewing and Social Behavior of First Year High Schools in Indang, Cavite. Undergraduate Thesis. Bachelor of Science in Psychology. Cavite State University. Indang, Cavite. April 2011. Adviser: Ms. Vivian D. Rogando

The study was conducted to determine the profile, television viewing and social behavior of first year high schools in Indang, Cavite.

Specifically, this study was conducted to determine the profile, television viewing and social behavior of first year. students of Public High Schools in Indang, Cavite such as Indang National High School and Lumampong National High School. Specifically this study aimed to determine the: (1) demographic profile of the respondents in terms of a. age, b. gender and c. number of sibling/s; (2) level of television viewing of the respondents in terms of number of hours; (3) level of social behavior of the respondents in terms of: interpersonal relationship such as: a. peers, b. teachers, c. school authority and intrapersonal relationship such as: d. self- discipline e. affiliation and achievement; (4) significant relationship between the profile and the social behavior of the respondents; and (5) significant relationship between the level of television viewing and the social behavior of the respondents.

The result of the study indicates that most of the respondents were ages 13 years old. In terms of gender most of the respondents were females. On terms of number of siblings most of the respondents have two numbers of siblings. On the other hand, respondents spent watching television from thirty minutes to one hour.

It was found out that most of the social behavior of the respondents were in a high level towards interpersonal relationship such as teachers, school authority and intrapersonal relationship such as: self- discipline, affiliation and achievement but the interpersonal relationship towards peers has as average level of social behavior.

Moreover, it was found out that the demographic profile has significant relationship between the social behavior of the respondents in terms of age and gender. Additionally, number of siblings has no significant relationship to their social behavior such as peers, teachers, self discipline, affiliation and achievement, however it was also found out that number of siblings was significantly affected by the school authority.

Furthermore, it was also found out that the number of hours spent in watching television has a significant relationship with the social behavior of the respondents.

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PROFILE, TELEVISION VIEWING AND SOCIAL BEHAVIOR OF FIRST YEAR STUDENTS OF PUBLIC HIGH SCHOOLS IN INDANG, CAVITE

Blessie E. Feranil

An undergraduate thesis manuscript presented to the faculty of the Department of Social Sciences and Humanities, College of Arts and Sciences, Cavite State University, Indang Cavite, in partial fulfillment of the requirements for graduation with degree Bachelor of Science in Psychology with Contribution No. CAS 2010-2011 053 . Prepared under the supervision of Ms. Vivian D. Rogando.

INTRODUCTION

The society of today is very influential particularly the mass media. Mass Media strongly influence people's thinking and conduct. They contribute a lot in shaping attitude of the people in the society.

Of all the mass communication medium, television has the most impact on our lives (Herrera, 2005). Because the audience does not only hear but see the events, hence they could easily understand and absorb the message conveyed.

The television also plays an important role in the transmission of attitudes, perception and beliefs. They can also transmit values unambiguously in their news reports. They can also transmit the values in more subtle way.