INFORMATION DISSEMINATION OF ANTI-SEXUAL HARASSMENT: A MOBILE APPLICATION

THESIS

REGINA TRISHA F. CRUZATE
JOHN CARLOS B. MOJICA

College of Engineering and Information Technology
CAVITE STATE UNIVERSITY
Indang, Cavite

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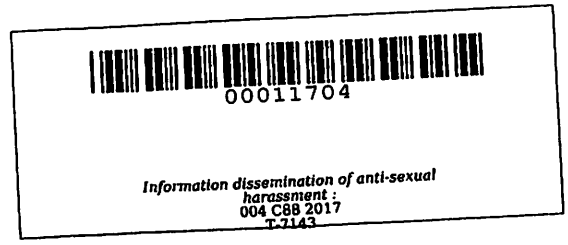
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REGINA TRISHA F. CRUZATE
JOHN CARLOS B. MOJICA
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ABSTRACT

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The study aimed to give information to the larger scale of viewers especially to the students and employees of the University or even outside the campus. This was to innovate the current disseminating of information regarding the Anti-Sexual Harassment campaign of the Gender and Development Cavite State University Main Campus.

The mobile application was capable to display information, view multimedia and interactivity part to the users in able to measure if they were informed well. It consists of two modules; one for the students and the other one for the employees. This has same functions in each module, but with different contents. Each module has four parts namely: Anti-Sexual Harassment Law, Awareness Cases, Frequently Asked Questions and Take a test.

Agile development methodology was used as to progressively complete the entire mobile application, which include the initiation and analysis phase, design and construction phase, and testing and evaluation phases. The initiation and analysis consists of identifying the project, gathering of information and determining ideas based on the analyzed data. For the design and construction phase, blueprint of the project and the developing of the actual code will be done. The system should be working as a whole and functioning well. In the testing and development phase, the actual application was assessed by the developers and by the sample end users who can give feedbacks. By the

end of this phase, the system was evaluated if each module meets their specifications and requirements.

In developing the application, the developers used Java as the main programming language, Extensible Markup Language (XML), Adobe Photoshop Cs6, Bluestacks and Microsoft Word 2010.

The system was evaluated by the students and employees in Cavite State University Main Campus. The criteria for the software evaluation were functionality, reliability, usability, and user-friendliness. Based on the evaluation results of the evaluation, the mobile application passed and was able to comply with all the requirements as it met its specifications.

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Regina Trisha F. Cruzate
John Carlos B. Mojica

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INTRODUCTION

Gender and Development (GAD) focuses on the differences between men and women and its various issues that incorporated in the development. It supports the principle of the equality between men and women that was written in the Philippine Constitution. GAD agenda also complies with Adopting the Philippine Plan for Gender-Responsive Development (PPGRD) and Magna Carta of Women (MCW) that requires the agencies, government departments, bureaus, state universities, colleges to incorporate the concerns of GAD and to adopt gender mainstreaming.

One of the main issues address by the office is Sexual Harassment. It involves unwelcome sexual advances, favor or demand through the form of physical, verbal and use of objects with sexual under-pinning. Cases could be committed to a work, training,