

**ACCURACY AND CREDIBILITY OF CITIZEN JOURNALISM AS PERCEIVED
BY SELECTED AUDIENCE AND MEDIA EDUCATORS**

Undergraduate Thesis
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ABSTRACT

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The study was conducted to determine the accuracy and credibility of citizen journalism as perceived by selected audience and media educators. Specifically, it aimed to determine the participants' level of exposure to citizen journalism in terms of: a. frequency of exposure, b. media used; the accuracy of citizen journalism as perceived by the participants; the credibility of citizen journalism as perceived by the participants; and the relationship between the level of exposure to citizen journalism and the accuracy; and credibility of citizen journalism as perceived by the participants.

The research was conducted from December 2013 to February 2014. Survey questionnaires were used to gather data in this study which utilized a descriptive method of research. Purposive and Convenience sampling were used to obtain one hundred selected audience and exposed media educators as participants of the study. Frequency count, mean, standard deviation and Pearson correlations were used in the data gathered.

The study revealed that citizen journalism was highly accurate as perceived by selected audience, accurate as perceived by media educators, and was credible as perceived by the participants. Moreover, results of the study revealed that there was no significant relationship between the level of exposure to citizen journalism and the accuracy and credibility of citizen journalism as perceived by the participants.

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