

INDANG TRICYCLE DRIVERS' EXPOSURE AND FAMILIARITY
TO TRAFFIC RULES AND REGULATIONS OF CAVITE
STATE UNIVERSITY-MAIN CAMPUS

THESIS

LERICA GEREMY C. EMBILE

College of Arts and Sciences
CAVITE STATE UNIVERSITY
Indang, Cavite

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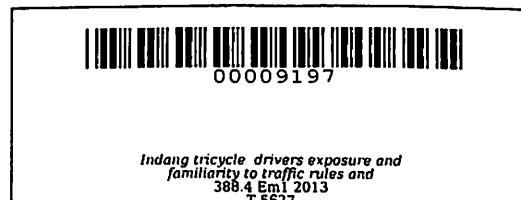
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**INDANG TRICYCLE DRIVERS' EXPOSURE AND FAMILIARITY TO
TRAFFIC RULES AND REGULATIONS OF CAVITE STATE
UNIVERSITY- MAIN CAMPUS**

An Undergraduate thesis
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LERICA GEREMY C. EMBILE

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ABSTRACT

EMBILE, LERICA GEREMY C., Indang Tricycle Drivers' Exposure and Familiarity to Traffic Rules and Regulations of Cavite State University-Main. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University Indang, Cavite, March 2010. Adviser: Cristina M. Signo

The study aimed to determine the relationship between exposure and familiarity to traffic rules and regulations of Cavite State University-Main. Specifically, the study sought to determine the respondents' level of exposure and familiarity to the traffic rules and regulations found in Cavite State University-Main. Participants came from the three largest population of Tricycle Drivers' Association (TODA) namely Indang Tricycle Drivers' Association (ITODA), Bancod/Bayan Tricycle Drivers' Association (BATODA) and Tricycle Drivers' Association *Palengke* Indang (PITODA) and those who were registered to drive inside the university in A.Y 2012-2013.

Survey questionnaire was administered to 105 participants of the study to determine the relationship of the level of exposure and level of familiarity to the traffic rules and regulations of Cavite State University-Main. The data gathered from January to February 2013 were used with statistical method in order to tabulate, analyze and evaluate.

The findings of the study revealed that majority the Indang tricycle drivers were exposed and familiar to the twenty traffic signs and symbols presented in the questionnaire. As a result, there is a significant relationship between the level of exposure and level of familiarity among the respondents to the traffic rules and regulation of Cavite State University-Main.

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INDANG TRICYCLE DRIVERS' EXPOSURE AND FAMILIARITY TO TRAFFIC RULES AND REGULATIONS OF CAVITE STATE UNIVERSITY-MAIN CAMPUS

Lerica Jeremy C. Embile

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INTRODUCTION

Over the years of statistics, more and more people both on the road and off-road find traffic signs very important. The main reason why these signs are available on the road is because of safety. Traffic signs make sure that all drivers are aware of the rules and the dangers on the road. Without these signs, accidents may occur more often. These signs also warn the drivers of the potential dangers that can be encountered on the roads. (The Transportation Gazette, 2010)

Road signs can be seen as you drive along the road or highways. It is already an element placed along the roads to give out information and caution. It is important that drivers, passengers and by passers know how to read and understand the meaning of it as well in order to achieve smooth traffic flow and to stay away from accidents.