

THE DIFFUSION OF INFORMATION CONCERNING THE SUSPENSION
OF CLASSES AT CAVITE STATE UNIVERSITY-MAIN CAMPUS

THESIS

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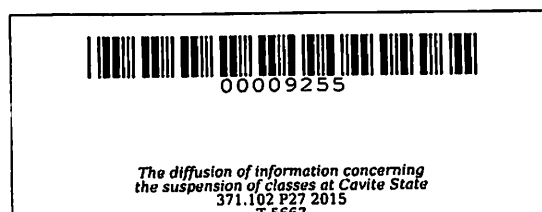
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**THE DIFFUSION OF INFORMATION CONCERNING THE SUSPENSION OF
✓ CLASSES AT CAVITE STATE UNIVERSITY-MAIN CAMPUS**

Undergraduate Thesis
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ABSTRACT

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The study was conducted to determine the diffusion of information concerning the suspension of classes at Cavite State University-Main Campus. Anchored on Lazarsfeld's Two-Step Flow theory and Blumler & Katz's Uses and Gratifications theory, it also aimed to determine the communication strategies practiced by the constituents of the university in consuming and disseminating information, and to assess the level of effectiveness of such strategies.

Conducted from November 2014 to February 2015, descriptive method of research was applied through interviews and survey. For the qualitative part, the informants for the interviews came from all colleges and key offices of the university were selected depending on their availability and willingness. For the quantitative part, the 90 student-participants of the, 10 from each colleges of the said university, were chosen through convenience sampling. Kreuger's Framework analysis was used to process the gathered qualitative data, while frequency counts, mean and standard deviation were used to process the gathered quantitative data.

Results revealed that during suspension of classes, information primarily stems from the mass media, which can reach all constituents of CvSU-Main Campus. However, there is still a need for most of the constituents to confirm the information they obtain from the media to their superiors from the university. The Offices of the President and the Vice President of Academic Affairs pass the information primarily to three different

priorities: the nine college deans, the Office of Student Affairs, and the Public Information and Community Relations Office (PICRO).

Once the nine college deans received information from the OVPAA, they relay the information to the chairpersons of different departments of their respective colleges. Although the department chairpersons proclaimed to have been passing information to their subordinates, most of the instructors at the university do not necessarily receive information from their department chairs but from the mass media, which then pass it to the students.

When OSA receives information from the OVPAA, they proclaim that they pass it on to the Central Student Government, but the latter said they receive nothing from their higher-ups. Instead, it obtains information from the mass media, and then passes it on to student organizations which then relay it to the students. PICRO, after receiving information from the OVPAA, inputs the gathered data to the CvSU official website.

Meanwhile, television programs, Facebook posts, and cellphone calls and text messages are the three most frequently used strategies by the constituents of the university in obtaining information about class suspension, with the latter being the most frequent strategy in disseminating information about class suspension.

This study also showed that in general, the traditional media and the new media and social media are effective as channels in consuming information, while personal influence is moderately effective at the same category. While very few of the constituents of the university utilize traditional media in disseminating information, it is still effective as a channel. New media and social media and personal influence are also effective as channels in disseminating information.

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INTRODUCTION

The Philippines has been reported to be the third most disaster-prone country in the 2012 World Disaster Report because of the significant number of typhoons and other weather conditions that has entered the country and their effects in general (Philippine Daily Inquirer, 2013). These effects include damage to both human and natural properties to the disturbance in productivity of laborers and even of students due to suspension of classes.

The Commission on Higher Education (CHED) sees the importance of effective information dissemination in the nation's preparedness for disasters and other hazardous weather conditions. That is why they formulated a general outline in the flow of information regarding the announcement of class suspensions, as stated in CHED Executive Order No. 66. series of 2012.

According to the executive order, the Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA) will issue forecasts and warnings of