

**TV PROGRAM PREFERENCES AND VIEWERSHIP  
AMONG SELECTED FEMALE TOURISM STUDENTS  
OF CAVITE STATE UNIVERSITY**

**THESIS**

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**T5738**

THESIS/SP 791.45 D11 2014

**April 2014**



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**TV PROGRAM PREFERENCES AND VIEWERSHIP AMONG SELECTED  
FEMALE TOURISM STUDENTS OF CAVITE STATE UNIVERSITY**

An 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 of  
Bachelor of Arts in Mass Communication



*TV program preferences and viewership  
among selected female tourism students of*  
791.45 D11 2014  
T-5738

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April 2014 ✓

## ABSTRACT

**DACO, KIMBERLY C. TV Program Preferences and Viewership among Selected Female Tourism Students of Cavite State University.** Undergraduate Thesis. Bachelor of Arts in Mass Communication, major in Journalism. Cavite State University. April 2014. Thesis Adviser: Dr. Bettina Joyce Ilagan

This study was conducted to determine the TV program preferences and viewership among selected female tourism students of Cavite State University. Specifically, it aimed to determine the preferences of the participants on TV programs, which between ABS- CBN 2 and GMA 7 TV programs are more preferred by the participants, the level of viewership of TV programs having qualities in terms of: content, scheduling and programming and social context-based, the level of viewership of ABS- CBN 2 and GMA 7 Sunday shows among the participants; determine the significant difference in the level of viewership of ABS- CBN 2 and GMA 7 Sunday shows among the participants; find out if there is a relationship between the TV program preferences and the level of viewership; and find out if there's a relationship between the TV program preferences and the level of viewership of TV programs in terms of content, programming & scheduling and social context based qualities.

The descriptive survey method was used for data gathering. The survey questionnaires which were pre- tested and validated by three experts in the field. served as the instrument for the data collection. There were 201 participants in the study, which were randomly selected female tourism students of Cavite State University- Main Campus. The study was conducted from November 2013 to March 2014.

Past studies mentioned that soap operas and serials are the type of TV program that most female viewers love to watch. Some even mentioned that soaps are an example

of women's literature that supports the status quo regarding women's place in the social order. In opposition, the study revealed that other type of TV program such as Anthology Series, Teen- age Programs, News Programs, Situational Comedies, Variety and Musical Programs, Educational Programs, Serials, Games, Quizzes and Contest Programs, Discussion Programs, Women's Programs, Religious Programs and most especially Informational Programs, are also appealing to the participants.

Aside from TV program preferences, the viewership or rating of a TV program is another thing for TV networks to consider. It determines which of their airing TV programs are effective in attracting more viewers and advertisers as well. As a result, TV networks compete with each other by trying to outdo programs from other station. In the Philippines, two TV networks were much known as rivals regarding TV program ratings. But with this study, it was determined that between ABS- CBN 2 and GMA 7, ABS- CBN has TV programs more preferred by the participants. However, there was no significant difference between the levels of viewership of TV programs from both stations. Also, content, programming and scheduling and social context- based qualities of a TV program are qualities which give appeal to a TV program, and TV programs attaining the said qualities appeared to have a viewership from the participants.

The study also found out that there is a significant relationship between the TV program preferences and level of viewership of ABS- CBN and GMA 7 TV programs; and between TV program preferences and the level of viewership on TV programs having content, scheduling and programming, and social context- based qualities. This clarifies that the more a TV program is preferred, the more it will have a higher viewership.

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# TV PROGRAM PREFERENCES AND VIEWERSHIP AMONG SELECTED FEMALE TOURISM STUDENTS OF CAVITE STATE UNIVERSITY

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An undergraduate thesis manuscript submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Arts in Mass Communication, Major in Journalism with Contribution No. 7- CASADHMOJ2 prepared under the supervision of Dr. Bettina Joyce P. Ilagan

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## INTRODUCTION

It is a simple fact of life that people have individual differences and each one has different tastes and choices. Understanding one's own taste and choices in different aspect is very important as Deborah Day, author of *Be Happy Now* says, "You will be your best self when you take time to understand what you really need, feel and want." Moreover, when a person knows who they are, and clearly understand what they want, and then they have a much better chance of discovering how to reach success, happiness and personal fulfillment (Odeyemi, 2006).

Because of the invaluable importance of knowing what an individual's self needs, choice and necessity, business world takes opportunity to use it in marketing. Successful companies are following a similar philosophy: follow what people want and give it to