PROFILE OF SELECTED AB JOURNALISM AND BA MASS COMMUNICATION STUDENTS IN CAVITE STATE UNIVERSITY-MAIN CAMPUS AND THEIR UTILIZATION ON THE NEWS-RELATED MOBILE PHONE APPLICATIONS

THESIS

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Undergraduate Thesis
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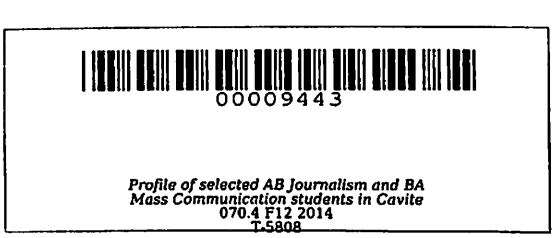
In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Mass Communication
Major in Journalism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ABSTRACT

FADUL, MARIA ARNE ROSS S. Profile of Selected AB Journalism and BA Mass Communication Students in Cavite State University- Main Campus and Their Utilization on the News-related Mobile Phone Applications. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University-Indang, Cavite. April 2014. Adviser: Ms. Lady Aileen G. Ambion.

The study was conducted to determine the relationship between the profile of selected AB Journalism and BA Mass Communication students in Cavite State University- Main Campus and their utilization on the news-related mobile phone applications. Specifically, it aimed to identify the profile of selected AB Journalism and BA Mass Communication students in terms of age, gender, year level, monthly family income and, geographical location; determine the participants' utilization on the news-related mobile phone applications; and, analyze the relationship between the profile and their utilization on the news-related mobile phone applications.

Descriptive method of research was used in the study. Survey questionnaire was administered to the participants to gather data. Purposive sampling method was used to identify 100 selected AB Journalism and BA Mass Communication students in Cavite State University- Main Campus. These chosen participants own smartphones where news-related mobile applications can be downloaded and used. The study was conducted from November 2013 to February 2014. Pearson r correlation was used to analyze the data gathered.

Responses showed that most of the participants are 17 to 20 years old, female, live in Dasmariñas City, Cavite, and from low income class and middle income class.

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technologies update the smartphone users on the latest and most popular trends and news in the country.

In the past years, people can only update themselves from the news in the common media such as newspaper, radio, television and Internet. In this modern world, anyone can already access news through their smartphones. It is simpler, easier and more accessible than other forms of media. A smartphone user can now read news for free.

On the other hand, AB Journalism and BA Mass Communication students from Cavite State University needed mobile applications especially to be aware of the latest news and use this news as reference for their Newswriting subject.

With this study, it aimed to determine the profile of selected AB Journalism and BA Mass Communication students and their degree of utilization of news-related mobile phone applications.

Statement of the Problem

The study was conducted to answer the question, "What is the relationship between the profile of selected AB Journalism and Mass Communication students and their utilization of the news-related mobile phone applications?"

Specifically, the study attempted to seek answers to the following questions:

1. What is the demographic and socio-economic profile of selected AB Journalism and Mass Communication students in terms of:

a. age;

b. gender;

c. year level;

d. monthly family income; and

e. geographical location?

2. What is the participants' degree of utilization of the news-related mobile phone applications?

3. How is the profile of the participants related to their degree of utilization of news-related mobile phone applications?

Objectives of the Study

Generally, this study aimed to determine the relationship between the profile of selected AB Journalism and BA Mass Communication students and their degree of utilization of the news-related mobile phone applications.

Specifically, this study aimed to:

1. identify the demographic and socio-economic profile of selected AB Journalism and Mass Communication students in terms of:

   a. age;

   b. gender;

   c. year level;

   d. monthly family income; and

   e. geographical location;