AWARENESS AND PERCEPTION OF SELECTED BA JOURNALISM STUDENTS ON FAKE NEWS WEBSITES

Undergraduate Thesis
Submitted to the faculty of the
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfilment
of the requirements for the degree
Bachelor of Arts in Journalism

GERALDINE JOY Q. ELA
GAY GARNETH A. NICOR
May 2018

ABSTRACT

ELA, GERALDINE JOY Q. and NICOR, GAY GARNETH A., Awareness and Perception of Selected BA Journalism Students on Fake News Websites. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University. May 2018. Adviser: Ms. Racquel G. Agustin.

This study aimed to determine the awareness and perception of selected BA Journalism students on fake news websites. Specifically, it aimed to: (1) determine the participants' level of awareness in terms of frequency of using internet as a source of news and fake news websites they are aware of; (2) identify their perception on fake news websites in terms of reliability, credibility and understandability, and, (3) determine if there is a significant relationship between the level of awareness and perception of selected BA Journalism students on fake news websites.

Descriptive method was used in this study. Validation by the experts and reliability testing were conducted to carefully validate the questionnaire used in actual data gathering. There was a total of 138 participants in this study, which is composed of 22 first year, 12 second year, 51 third year and 53 fourth year BA Journalism students of Cavite State University - Imus Campus. The study was conducted from January 2017 to May 2018. All the data was gathered from September 2017 to March 2018.

Frequency count and percentage were used to determine the level of awareness of the participants on fake news websites. Weighted mean and standard deviation were used to identify the perception of the participants on fake news websites. Spearman's rank correlation coefficient was used to determine the significant relationship between the level of awareness and perception of the participants on fake news websites.

This study reveals that majority of 138 participants was using internet as a source of news and they were aware of fake news websites.

It also revealed that the participants rated the three fake news websites included in this study, such as Classified Trends, Media Ni Duterte and Pinoy Trending News as "reliable" sources of news. Moreover, it is revealed that the participants rated these three fake news websites as "not credible" sources of news. The participants rated the three fake news websites as "understandable" sources of news.

On the other hand, this study also revealed that there was no significant relationship between the level of awareness and perception on fake news websites perceived by the participants' level of awareness and perception.

TABLE OF CONTENTS

	Page
APPROVAL SHEET	ii
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	v
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES	xiv
ABSTRACT	xv
INTRODUCTION	1
Statement of the Problem	2
Objectives of the Study	3
Hypothesis	3
Significance of the Study	3
Time and Place of the Study	4
Scope and Limitations of the Study	5
Theoretical Framework of the Study	5
Conceptual Framework of the Study	9
Definition of Terms	9
REVIEW OF RELATED LITERATURE	12
METHODOLOGY	23

Research Design. 23

Sources of Data. 23

Participants of the Study. 24

Sampling Technique. 25

Data Gathered. 25

Statistical Treatment of Data. 26

RESULT AND DISCUSSION. 28

Level of awareness of selected BA Journalism students on fake news websites in terms of using Internet as a source of news. 28

Level of awareness of selected BA Journalism students on fake news websites in terms of number of fake news websites the participants are aware of. 29

Perception of selected BA Journalism students on fake news websites in terms of reliability. 30

Perception of selected BA Journalism students on fake news websites in terms of credibility. 34

Perception of selected BA Journalism students on fake news websites in terms of understandability. 39

Significant relationship between level of awareness and perception of selected BA Journalism students on fake news websites. 43

SUMMARY, CONCLUSION, AND RECOMMENDATION. 45

Summary. 45

Conclusion. 46

Recommendation. 46

REFERENCES. 48

APPENDICES. 52