

MASS MEDIA EXPOSURE AND ATTITUDES OF CENTRAL  
LUZON STATE UNIVERSITY GRADUATE STUDENTS  
TOWARD THE CURRENT FINANCIAL CRISIS  
IN SOUTHEAST ASIA

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MASTER OF SCIENCE  
(Development Communication)

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CENTRAL LUZON STATE UNIVERSITY GRADUATE STUDENTS  
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**A thesis submitted to the Faculty of the Institute of  
Graduate Studies, Central Luzon State University,  
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fulfillment of the requirements  
for the degree of**

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This thesis entitled, **MASS MEDIA EXPOSURE AND ATTITUDE OF CENTRAL LUZON STATE UNIVERSITY GRADUATE STUDENTS TOWARD THE CURRENT FINANCIAL CRISIS IN SOUTHEAST ASIA**, prepared and submitted by **ADNAN ISKANDAR** in partial fulfillment of the requirements for the degree of **MASTER OF SCIENCE** (Development Communication), is hereby accepted.

  
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## BIOGRAPHICAL SKETCH

The author was born on August 9, 1961 in Ujung Pandang (formerly Makassar), capital city of South Sulawesi, the second of the seven beloved children of H. Iskandar Abubakar and Hj. Sundari Parenrengi.

He finished his elementary in Palu, Central Sulawesi in 1974; his junior high in Ujung Pandang, South Sulawesi in 1978; his senior high also in Ujung Pandang in 1982. He continued his studies at the Muslim Bandung University in Bandung, West Java and graduated with the degree of Bachelor of Communication, major in Public Relations in December 1989.

After finishing his bachelor's degree, he first worked as Assistant Manager Production at Kanta Indah Film Jakarta in 1990. A year later, he transferred to the ARTEK ADVERTISING as Media Planner and was promoted as Media Manager the following year. In February 1994, he was given responsibility to establish a new sister company of ARTEK ADVERTISING, that is, MEKINDO ADVERTISING as Managing Director. After three years of leading that company, he felt that he needed to improve his ability so that he can compete in the future, he decided to resign from the company and continued his studies abroad.

He attended seminars, training, and workshops for professional growth. Some of them are the following: "Managing Small-Medium Sized Business Successfully" (Soli Deo Manacons), where he was awarded as Best Participant; seminar on "the New Asian Media Environment Challenges for Indonesia" (Ogilvy & Mather); Training on "Multi User-Multi Market Teleskop" and "TV Audience Measurement" (Survey Research Indonesia) and several others.

In summer 1997, he enrolled at the Central Luzon State University, Munoz, Nueva Ecija, Philippines where he pursued his masteral program in Development Communication.

He was a dean's lister during the first semester of 1997-1998. He was also an active student leader. Among the positions he held were: Secretary of the Indonesian Student Association in 1997 then President in 1998. He also served as Vice President of the International Muslim Student Association (IMSA) of CLSU in 1998 and Vice President of the International Student Association (ISA) of CLSU also in 1998.

He is happily married to Anna Mariana with whom he shares a wonderful harmonious life.



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## ABSTRACT

**ISKANDAR, ADNAN.**, Institute of Graduate Studies, Central Luzon State University, Muñoz, Nueva Ecija, Philippines, February 1999. **MASS MEDIA EXPOSURE AND ATTITUDE OF CENTRAL LUZON STATE UNIVERSITY GRADUATE STUDENTS TOWARD THE CURRENT FINANCIAL CRISIS IN SOUTHEAST ASIA.**

Adviser: Dr. Victoria S. Lamucho

This study was an attempt to find out the CLSU graduate students' level of mass media such as television, radio, newspaper, and magazine exposure which may influence attitude of CLSU graduate students' toward the current financial crisis in Southeast Asia on aspects of opinion on government, financial expenditures, and jobs in the future.

The study was conducted in Central Luzon State University. The sample size was a total enumeration of all the graduate students' who reside in the IGS dormitory and the family dormitory including those staying in the faculty cottages. The survey method of data gathering was used. Data were gathered through the use of questionnaire and analyzed using descriptive statistics such as frequency count, percentage, mean, standard deviation, and rank. The relationship

between the two sets of variables were determined using the Pearson's product moment coefficient correlation ( $r^2$ ).

Majority of CLSU graduate students' belonged to the bracket old, male, married, and pursuing their doctoral program. The large percentage (88.2 %) came from the middle class in terms of socio-economic status; only 18 respondents considered themselves coming from lower class (16.8 %).

The CLSU graduate students' level of television exposure was rated "moderate" while their radio exposure was rated "low." On the other hand, their level of newspaper exposure was rated "moderate," followed by their level of magazine exposure which was rated "low."

Most of the CLSU graduate students' sources of information about the current financial crisis in Southeast Asia were from watching TV and reading newspaper, while the remaining respondents obtained information from listening to radio and reading magazines. Political and economic information about their country came from television and newspapers. Only few of them found entertainment and other information such as sports and culture about their country from mass media.

The attitude analysis revealed that in general, the respondents' still believed in their government and they are to give support in solving its financial crisis. They "agree" that financial crisis in their country has



affected/influenced their daily expenditure. However, they were "undecided" that their job in the future would be dependent upon the economic situation in their country.

In the correlation analysis, variables sex and socio-economic status were found to have positive and highly significant correlation with attitude, particularly on job in the future. This implies that males have higher concern for their jobs in the future than females. Also the results indicate that the lower the economic status of the respondents, the higher their consideration for their job in the future.

Level of newspaper exposure was found to have positive and highly significant correlation with their attitude in terms of job in the future. Similarly, level of magazine exposure was also found to have positive and significant correlation with their attitude in terms of financial expenditures. These results imply that the more respondents are exposed to newspaper, the more they center their focus on their job in the future. Furthermore, the more respondents are exposed to magazine, the higher is their level of consideration about their financial expenditure.

## INTRODUCTION

Current financial crisis in Southeast Asia has caused currencies and assets to plunge in the hardest hit nations. Beginning with Thailand in July 1997, Indonesia, Malaysia, Philippines, and South Korea were also hit hard. Many corporations went bankrupt, leading to surging rising prices, poverty, and unemployment. The Asian Development Bank reported in the latest warning about the region's troubles, that the Asian crisis will shrink economies of Thailand, Indonesia, and South Korea this year, thereby slowing growth around the world (The Philippine Star, April 24, 1998).

Philippine President Joseph Estrada, while speaking at the opening ceremonies of the 30<sup>th</sup> ASEAN (ASEM) meeting in Makati City, called on member countries of the Association of Southeast Asian Nations (ASEAN) to work together and further integrate their economies to solve the financial and economic crisis in the region (Manila Bulletin, October 8, 1998)

Moreover, the Asian financial crisis is also spreading across the globe. The prime example was the instability in the world's largest economic basket case with nukes. The debacle in Russia was fueled partly by falling oil prices, which also fanned Venezuela's problems,

presaging more trouble in Latin America. Even that, citadel of prosperity, the United States shows sign of slowing down, suffering steep stock-market falls (Asiaweek, September 11, 1998).

Not only is the crisis still not over but its impact is expected to be particularly felt in the coming months. Projection on the impact of the crisis and the time required to come out of it varies among experts. There is a general agreement that growth will decrease considerably this year and that a modest recovery will be experienced beginning next year (Philippine Daily Inquirer, May 29, 1998).

In fact, the political consequences of such turmoil have already found manifestation. Unemployment and poverty will rise across the region. Whether political and social consequences can be contained or not will depend very much on management of the crisis and a proportioned distribution of their effects on all sectors of society.

Mass media is the medium with the greatest potential for transmitting information. There is increasing evidence that the media serve as an important source of information for a wide range of topics which recently concerns current financial crisis in Southeast Asia.

According to Gamble and Gamble (1986), the mass media perform a number of essential functions in our lives, namely: information or surveillance function, agenda-setting and interpretation function, creating and maintaining connection with various groups in society,

socialization and education, persuasion to purchase certain items or accept certain ideas, and entertainment.

The mass media also play important role in the transmission of attitudes, perception, and beliefs. The radio, television, motion pictures, magazines, and newspapers are all part of the broad cultural environment. They can transmit values explicitly in their news reports and editorials. They can also transmit values in more subtle ways. Several writers have suggested that under certain condition, the mass media may become important socializing agencies in determining the attitude of young people (Dominick, 1987).

According to Anderson, as cited by Tan (1985), people adopt a new opinion, attitude, or behavioral intention by forming a general impression which, in turn, is based on many pieces of information. Some of this information may support a change in opinion, attitude, or behavioral intention; other information may argue against a change. Also, information may be available from sources that vary in expertise and objectivity. We assign weights to each piece of information based on expertise and objectivity of the source and on other communication factors; the weights of all the information are averaged to form a general impression. Persuasion occurs depending on whether the general impression supports a change in opinions, attitudes, or behavioral intention.

Development communication is, by and large, studied from a micro and macro perspective. At the global level, there is abundant political literature on the issue of news and information imbalance across countries as they affect national development, but with little objective research to detail the true state of affair or to correct the inequities (Quebral, 1995).

Quebral (1995) further explained that from the micro viewpoint of development communication in the sub-unit of a nation, there are two theoretical streams dominating this kind of research. First, is on the center of information transfer on the effective spread and adoption of skills or of desirable attitude and values. The process is seen as being influenced mainly by relevant individuals, by the communication media, or by the socio-economic structures in the community. Second, communication follows a socio-political view of development. Communication system and institutions are assumed to be shaped by class forces.

The concept of development has been linked to mass media more often than to communication process in general (which may encompass interpersonal, organizational, and mass communication). Hachten, as cited by Jeffres et al. (1989) explained one of the five major concepts used to describe current trends as the "development

concept," where the mass media are seen as important instruments for nation building. However, there certainly are different views within the perspectives, from those who look at mass media as independent institution in the pluralistic framework, to those who think that all instruments of mass communication should be mobilized by the central government to aid in major task of nation building – fighting illiteracy and poverty, building a political consciousness and assisting in economic development.

Knowing people's attitude does not always enable observers to predict their behavior accurately. The more aware people are of their own attitude, the better attitude measurements can be used to suggest how people will behave in the future. That way, there is the need to know as much about mass media because of their presence and influence in our life. Every person must learn how to read, listen, and watch – critically and intelligently – so as to order his life most efficiently and satisfying.

Mass media exposure and the changes in matters of attitude they may have brought into our life are significant in this regard because it is from this framework that this study evolved.

## Statement of the Problem

This study attempted to investigate the mass media exposure, particularly of newspaper, television, radio, and magazine, and the attitudes of CLSU graduate students concerning the current financial crisis in Southeast Asia.

Specifically, the study attempted to answer the following questions:

1. How may the CLSU graduate students' be described in terms of personal characteristics such as age, sex, marital status, program of study, scholarship grant, and socio-economic status?
2. What are the respondents' mass media sources of information about the current financial crisis in Southeast Asia?
3. How may the attitudes of CLSU graduate students' toward the current financial crisis be described?
4. Are respondents' personal characteristics significantly related with their attitudes toward the current financial crisis in Southeast Asia?
5. Is mass media exposure significantly related with attitudes of respondents' toward the current financial crisis in Southeast Asia?

### Objectives of the Study

In general, this study endeavored to find out the level of mass media exposure and attitude of Central Luzon State University graduate students concerning current financial crisis in Southeast Asia.

Specifically, the study aimed:

1. To describe the personal characteristics of CLSU graduate students' in terms of age, sex, marital status, program of study, scholarship grant, and socio-economic status.
2. To identify the respondents' sources of information about the current financial crisis in Southeast Asia.
3. To determine the respondents' attitudes toward the current financial crisis in Southeast Asia in terms of opinion on government, financial spending and job in the future.
4. To ascertain the relationship between respondents' personal characteristics and their attitudes toward the current financial crisis in Southeast Asia.
5. To find out the relationship between respondents' level of mass media exposure and their attitudes toward the current financial crisis in Southeast Asia.



### **Hypotheses of the Study**

The following null hypotheses of the study were tested:

1. The respondents' personal characteristics are not significantly related with their attitudes toward the current financial crisis in Southeast Asia.
2. The respondents' level of mass media exposure is not significantly related with their attitudes toward the current financial crisis in Southeast Asia.

### **Significance of the study**

Knowledge on mass media exposure concerning the current financial crisis in Southeast Asia and the attitudes of respondents may provide knowledge and insight to improve development information and communication systems delivery of information and the barriers that may exist.

The results of the study also may shed light on how informed graduate students are on current issues confronting people and countries and how they react to certain issues that concern them. A knowledge on these matters may enlighten the Institute of the Graduate Studies in particular, and the whole university as to the

graduate students' communication needs and how these needs may be filled up.

Additionally, the findings may also be bases for launching and designing information programs. Concerning that this is the first study conducted in CLSU, they may also be used as baseline data for more in-depth research on the influence of mass media exposure involving a bigger number of people on the more basic issues of attitude change and development.

### **Scope and Limitation of the Study**

This study basically aimed to determine the level of mass media exposure and the attitudes of CLSU graduate students' towards the current financial crisis in Southeast Asia. The focus of this study, therefore, was limited only to graduate students' in Central Luzon State University who are residents on campus, especially in the IGS dormitories. The primary data were gathered using questionnaire. Data coverage was limited to selected variables such as respondents' personal characteristics (in terms of sex, age, marital status, program of study, scholarship grant, socio-economic status) and their frequency or level of exposure to mass media (newspapers, radio, magazine, and television).

The attitude toward the financial crisis in Southeast Asia had three indicators/dimension, namely: opinions on government, financial expenditure, and job in the future.

Since the study is preliminary and/or explanatory in nature, researcher included only all CLSU graduate students who reside in the IGS Dormitory and/or those who live in campus. In such, findings may not be valid for wider generalization, nevertheless, insights and other information gathered may be found useful in testing hypotheses and in the conduct of a more in-depth study or research work.

A television set, a stereo set, a newspaper, a magazine - these are just some of the mass media that constitute the communication society of which we are a part. Mass media are tools, instruments of communication that permit us to record and transmit information and experiences rapidly to large, scattered, and heterogeneous audiences. Because of mass media, we have been able to expand the type of communication that we engage in. Because of mass media, we are now able to transmit messages almost instantaneously on a virtually unlimited scale. For better or worse, we and the mass media are inextricably linked to each other. Consequently, we can expect to be surrounded, immersed, and engulfed by a continual deluge of mass communication.

Mass communication is like the other forms of communication. It involves people, field of influence, messages, channels, noise.

## REVIEW OF RELATED LITERATURE

This chapter presents a review of existing literatures which are related to mass communication, effects of mass media on attitude, and mass media channels of information.

### Mass Media Communication

Second, mass communication attempt to share meaning with millions of human beings whom they do not know personally. Consequently, it is a voice and anonymity of the mass communication audience distinguishes it from other types of audience. Third, the message is public if it is intended to reach and be experienced rapidly to large, scattered, and heterogeneous audiences.

Because of mass media, we have been able to expand the type of communication that we engage in. Because of mass media, we are now able to transmit messages almost instantaneously on a virtually unlimited scale. For better or worse, we and the mass media are inextricably linked to each other. Consequently, we can expect to be surrounded, immersed, and engulfed by a continual deluge of mass communication.

Mass communication is like the other forms of communication. It involves people, field of influence, messages, channels, noise,

feedback, and context, yet it is different from other types of communication in a number of ways.

First, mass communication relies on technical devices or intermediate transmitters (mechanical or electronic media like newspapers, magazines, radio, television, film, or a combination of these) to disseminate their messages widely and rapidly to scattered audience.

Second, mass communication attempt to share meaning with millions of human beings whom they do not know personally. Consequently, the vastness and anonymity of the mass communication audience distinguishes it from other types of audience.

Third, the message is public; it is intended to reach and be acceptable to many people.

Fourth, as source, mass communicators are primarily composed of formal organizations like networks, chains, or conglomerates. In effect, mass communication is the product not of one individual but a group – usually a bureaucracy that under most circumstances exist to make a profit.

Fifth, mass communication is controlled by many gatekeepers, whereas in personal, group, or public communication, a single person usually controls the message that is transmitted. In mass

communication, a number of individuals can exercise control over the message that will travel through the mass medium to reach the public.

Sixth, feedback is more delayed than it is in other types of communication. Reducing the potential for feedback reduces both the sender's and receiver's ability to know whether the message received is comparable to the message encoded (Gamble and Gamble, 1986).

As individuals, we are influenced by the media. Perhaps we can even program our day by them. We may rise to the sounds of music or news from ABS-CBN on the radio, dress while watching Sharon Cuneta morning show in RPN or world news on CNN, eat breakfast while perusing the Philippine Daily Inquirer, travel to work while listening to favorite radio stations or tapes, eat lunch while reading a book or magazine, travel home again accompanied by the radio or tapes, eat dinner while listening or watching the evening news, fill the evening hours and unwind by watching television or going to a movie, and finally fall asleep to the TV, stereo, or radio.

How many hours do we spend with some form of mass communication each day and each week? According to Gamble and Gamble (1986), most people spend approximately seventeen hours, or one-half of all their leisure time, as well as portion of their working hours consuming the mass media. They also have very specific media preference.

Of those who do read the newspaper, most have the paper delivered to their home and, not surprisingly, the home is the place where most newspapers are read. Once the newspaper is in the household, it is read by approximately two people who spend on the average about twenty-five minutes per day reading the newspaper. The most popular time of day for newspaper reading is after the evening meals (Dominick, 1987).

One striking fact about the television audience is its great size and expectedly, the television audience is largest during the winter months, December through March, and smallest during July and August, when people spend more time out of doors. The composition of the television audience changes during the day. Preschoolers and women tend to watch predominantly during the daytime hours from Monday to Friday. On Saturday mornings, most of the audiences are under thirteen. Prime time is dominated by those in the eighteen to forty-nine years old age group (Dominick, 1987).

One of the most important determinants of media usage is a person's age. Exposure to the various mass media changes as each of us gets older. Dominick (1987) attempted to profile how our media behavior fluctuates with age. Dominick noted that the sound (radio, records, and tapes) tend to be listened to during preteen and teenage years; movies tend to peak around the early twenties. As time devoted

to sound recording, radio, and movie going begins to decrease during the thirties, forties, and fifties, newspaper and magazine usage begin to pick up. After the teenage years, TV viewing tends to increase.

The above examples, diverse as they are, all illustrate people in the mass communication audience. To say that the audience is the most important part of the mass communication process is an understatement. Without the audience, there would be no mass communication.

### **Effects of Mass Media on Attitude**

We all have opinions about the influence of mass media, just as we have opinions about everything. These opinions are often based on information we have gathered and things we have been taught by our parents, teachers, and television sets. But how does the influence of mass media effect our attitude?

The word "attitude" is closely related to a Latin word, *apere*, which means "to fasten." As psychologists use the word, attitude means a combination of beliefs, emotion, and behavioral tendencies fastened to specific people, groups, objects, or idea (Witting and William, 1984).

Wortman and Loftus (1988) briefly defined attitude as an association between some person, thing, event, idea, or situation



(called an attitude object) and an evaluation of it (good or bad, better or worst, and so forth).

Krech and Crutchfield (1948) as cited by Kiesler, Collins, and Miller (1969), define an attitude as "... an enduring organization of motivational, emotional, perceptual, and cognitive process with respect to some aspect of the individual world."

Most definitions of attitude include one or more of the following characteristics: a *cognitive* component, which is information or knowledge that a person has about the attitude object; an *affective* component, which is how one feels about the attitude object, usually summarized as liking or disliking; and a *conative* or *behavioral* component, which is how a person will overtly act toward the attitude object.

According to Hovland, Janis, and Kelley (1953), attitude can be changed by changing related opinion (or information) that a person has about the object. Opinions are like other "habit" in that they tend to persist unless the person undergoes some new learning experience. Acceptance of new opinion, depends on incentives or reinforcement in the message (Insko, 1967).

The research shows that the setting of communication can influence the communication's effectiveness in changing attitude. This effect frequently depends on the content of the communication. When

the content is important to the audience, the effect on attitude change is greater (Witting and William, 1984).

The *cone effect* is another way of examining the effects of mass media on our lives. It involves the relationship between mediated reality and real life (Whetmore, 1982).

Real life represents all aspects of life experience that do not directly involve a mass medium. Certain aspects of real life experience are then used by a communicator to form Constructed Mediated Reality (CMR). CMR may consist of a TV show, magazine ad, or any other media message. We expect CMR to offer us things that are out of the ordinary. otherwise, there would be no reason to suspend real life long enough to experience mediated reality.

Once CMR is completed, it is transmitted to the audience. We call the audience perception perceived mediated reality (PMR). We perceive mediated information in many ways. The final step in the process involves the relationship between PMR and real life. We often take information gleaned from mediated reality and apply it to our real life. The fact is that real life often cannot measure up to the more glamorous and intense world of mediated reality.

Whetmore (1982), furthermore explained that the cone effect applies equally to all mass media. In books, magazines, radio, TV, there

is always a mediated reality exerting some degree of influence over the mass audience.

### **Mass Media Channels of information**

Mass media researchers have carefully studied how mass communication channels function in the distribution of news and information. The channel is the means by which a message travels from the source to the receiver. The channel makes the message perceptible through the five senses.

Patron, Agoncillo, and Capul (1992), described that the channels of communication are ways of presenting message so that they can be:

- Seen through the printed and visual forms.
- Heard through the audio media;
- Seen and heard through films, television, soundslide tape presentations;
- Touched, smelled and tested through exhibits, model, specimens, and experiments;
- Experienced through face to face interaction, discussions, role-plays, community assembly, and other interpersonal media forms.

Agee, Ault, and Emery (1976) claimed that a message can be communicated to mass audience by many means: the reader turns to a newspaper for news and opinion, entertainment, and the advertising it publishes. In the weekly news, the focus is upon the reader's own community; in the daily, upon the nation and the world as well. Magazines provide background information, entertainment, opinion and advertising; books offer a deeper and more detailed examination of subject, as well as entertainment; pamphlets, direct mail pieces, and billboards bring the views of commercial and civic organization. The film may inform and persuade as well as entertain. Television and radio offer entertainment, news and opinion, advertising message and can bring direct coverage of public events into the listener's home.

An area of study involving news distribution has been labeled "news diffusion" and is defined as the dissemination (spread) of information in a society across time. Dominick (1987) described three main stages of the diffusion process. The first stage is called the "newsbreak" and consists of the times it takes for reporters to transmit the essential facts of a story back to media organization, which, in turn publishes or broadcasts the news. The second is called the "dissemination stage" and consists of the period during which the news is spreading through the audience and during which the facts are becoming known to the members of some community or society. The

last stage called "saturation," occurs when most of the population has heard the story and it no longer can be classified as breaking news (Dominick, 1987).

There is increasing evidence that the financial crisis which swept through Asia and caught many by surprise has not waned from the discussion of expert and policy maker. In these issues, mass media serve as important source of information for a wide range of topics concerning current financial crisis in Southeast Asia.

#### Theoretical Framework

Theoretically, this study falls under the Individual Differences Theory and the Reinforcement Theory of Attitude Change.

The Individual Differences Theory states that human beings vary greatly in their personal psychological organizations. Human beings raised under widely differing circumstances are expected to widely differing points of view (Henderson and Wilkins, 1975). This theory asserts that each person is unique, and he possesses personal traits which would tend to become entirely different from those of any other person. These personal traits which include physical characteristics, habits and attitudes influenced by heredity and the environment are organized into a distinctive pattern which tends to make each human personality unique.

## METHODS OF RESEARCH

This chapter presents the theoretical and conceptual framework of the study, operational definition of terms, unit of analysis, research design, locale and time of study, sampling and sampling procedure, research instruments, method of data gathering, level of significance, and method of data analysis.

### Theoretical Framework

Theoretically, this study falls under the Individual Differences Theory and the Reinforcement Theory of Attitude Change.

The Individual Differences Theory states that human beings varied greatly in their personal psychological organizations. Human beings raised under widely differing circumstances are exposed to widely differing points of view (Hanneman and William, 1975). This theory asserts that each person is unique, as he possesses personal traits which mold him to become entirely different from each other. These personal traits which include physical characteristics, habits and attitudes influenced by heredity and the environment are organized into a distinctive pattern which help to make each human personality unique.

According to the Individual Differences theory, every individual in his communication and interaction with other individuals has its own responses and meanings to every stimulus that come their way. From birth, during his formative years up to becoming a socially-matured individual, his continuous interaction and exposure to different environments enable him to acquire other traits which shape up his personal choice of the goals he will pursue for life.

This theory consists of the principle of selective attention and perception. According to this principle, a person responds to messages which are related to his interest, consistent with his attitudes, congruent with his beliefs, and supportive of his values.

Human communication by its very nature, is selective because human beings cannot decode all of them simultaneously, one must select only certain ones which hopefully are the important ones. Likewise, perception is selective. As humans, we believe that our perception is the correct one and that others should perceive objects and events the same way we do which should not be the same. We should realize that no two people have identical meaning for words; no two people perceive words, happenings, experience, or messages exactly alike.

This study also falls under the Reinforcement Theory of Attitude Change. According to Hovland, Janis, and Kelley (1953), who

established this theory, as cited by Insko (1967), attitude change results from learning produced through reinforcement. The reinforcement theory suggests that exposure to persuasive communication will lead adults to accept a new opinion.

Opinions are beliefs such as interpretation, expectation, and anticipation. Attitudes are implicit responses oriented toward approaching or avoiding, reacting favorably or unfavorably, toward an object or symbol. According to Hovland, Janis, and Kelley (1953), the most important interaction is the change in attitude that follows the change in opinion. Opinions, like other habits, tend to persist unless the individual undergoes some new learning experiences.

The same authors further stated that there are three important variables in the acquisition of new opinion: attention, comprehension, and acceptance. Assuming that attention to and comprehension of a communication are accurate, persuasion will depend upon acceptance. The occurrence of acceptance in turn depends upon incentives or reinforcement. The persuasive communication may provide incentives in the form of arguments or reasons why the advocated point of view should be accepted, or the persuasive communication may arouse expectations of phenomena that are reinforcing (incentives) or that in the past have been associated with reinforcement (Insko, 1967).



There are many factors affecting the acceptance of the new information. The sources of news, its credibility and previous experience also affect the perception of new information. Hovland, Janis, and Kelley (1953) did not attempt to describe all the factors of new information or learning process. However, they did single out three factors of major importance:

1. There is the expectation of being right or wrong. Since experts are thought of as usually being right, and since the expectation of being right has been associated with reinforcement, conclusions advocated by expert can be more readily accepted than conclusions advocated by non-expert sources.
2. Expectation of manipulative intent. A communication coming from untrustworthy source is not likely to be accepted, because it arouses the expectation of manipulative intent which has been associated with non reinforcement.
3. The third and final type of expectation mentioned is the expectation of social approval or disapproval. Since prestigious individuals may be seen as indicators of the social climate, conclusions advocated by these individuals may arouse the expectation of the reinforcing social approval and thus produce acceptance or agreement.

These factors are always present in accepting or rejecting a communication, and in this study, the researcher dealt with mass media as the source of information. As such, it could be the reinforcement which could cause opinion change which in turn could cause attitude change. The new learning process would be obtaining the news from the mass media and reacting to it as in opinion-making.

### **Conceptual Framework**

Our lives are made up of many social experiences. Some of those are interpersonal. Our parents and friends all have influence on the attitude we develop and the decisions we make. However, of tremendous impact are the hundreds of people we have "known" from mass media. We carry around their images in our heads and we can recall them in an instant.

According to Gamble and Gamble (1986), the mass media also guide us in establishing, extending, or displacing meanings, lead us in approving or disapproving portrayals, and encourage us to reinforce or replace our system of values. Without our stopping to consider why they are such effective instructors, the mass media reveal the world and our place in it to us. At the same time, the mass media provide us with information and entertainment, the mass media also exert their

persuasive power, sometimes overtly but frequently so subtly, that we do not consciously realize we are being worked over.

For some of us, our immersion in the mass media is total. We come to believe that we have seen and heard and the media world becomes our real world. For others, there are barriers maintained between the real world and the media world, barriers we pass through time and time again. Sometimes we imitate what we see, while at other times we reject it, depending on how accepting we are of the information and portrayals offered to us by the media.

One effect of mass media that is so obvious yet is almost unacknowledged is its inherent capacity to disseminate information rapidly to a large group of people at the same time although in different places. Jamias (1991) explained that the mass media have power to reach great numbers of people fast and far. They serve as catalyst, consumer critic, action energizer and educator of the citizenry on environmental matters. They provide the vital link between scientists and environmental activists, on one hand, and the government and the people, on the other.

Mass media researchers have carefully studied how mass communication channels function in the distribution of news and information. They also have investigated what is or is not an effect of mass communication. Klapper in his book "The Effects of Mass

Communication" (1960) as cited by Dominick (1987), stressed that the media would operate far more frequently to reinforce the person's behavior, attitudes, and values than they would to change them. Based on his research, Klapper (1960) concluded that although the mass media do not necessarily cause the readers/viewers to become more apathetic, passive, or aggressive, they might reinforce tendencies already present among the readers/viewers.

The mass media are vehicles that carry message to large audience. These media – books, magazines, newspapers, movies, radio and television – are so pervasive in modern life that many people do not even notice their influence. However, we should take time to understand the mass media so that we can better assess, whether they are affecting us for better or worse.

Set upon the framework of this study, the formation of attitude of CLSU graduate students particularly or reinforced toward financial crisis in Southeast Asia are influenced by their mass media exposure and personal characteristics.

As stated earlier, the indicators of attitudes toward financial crisis consist of (1) opinion on government, (2) financial expenditure, and (3) job in the future.

The relationship of independent variables and dependent variables can be seen in Figure 1. The independent variables are

personal characteristics of the respondents and type of mass media. Specifically, the personal characteristics are age, sex, marital status, program of study, scholarship grant, and socio-economic status. These types of mass media include newspaper, radio, magazine, and television.

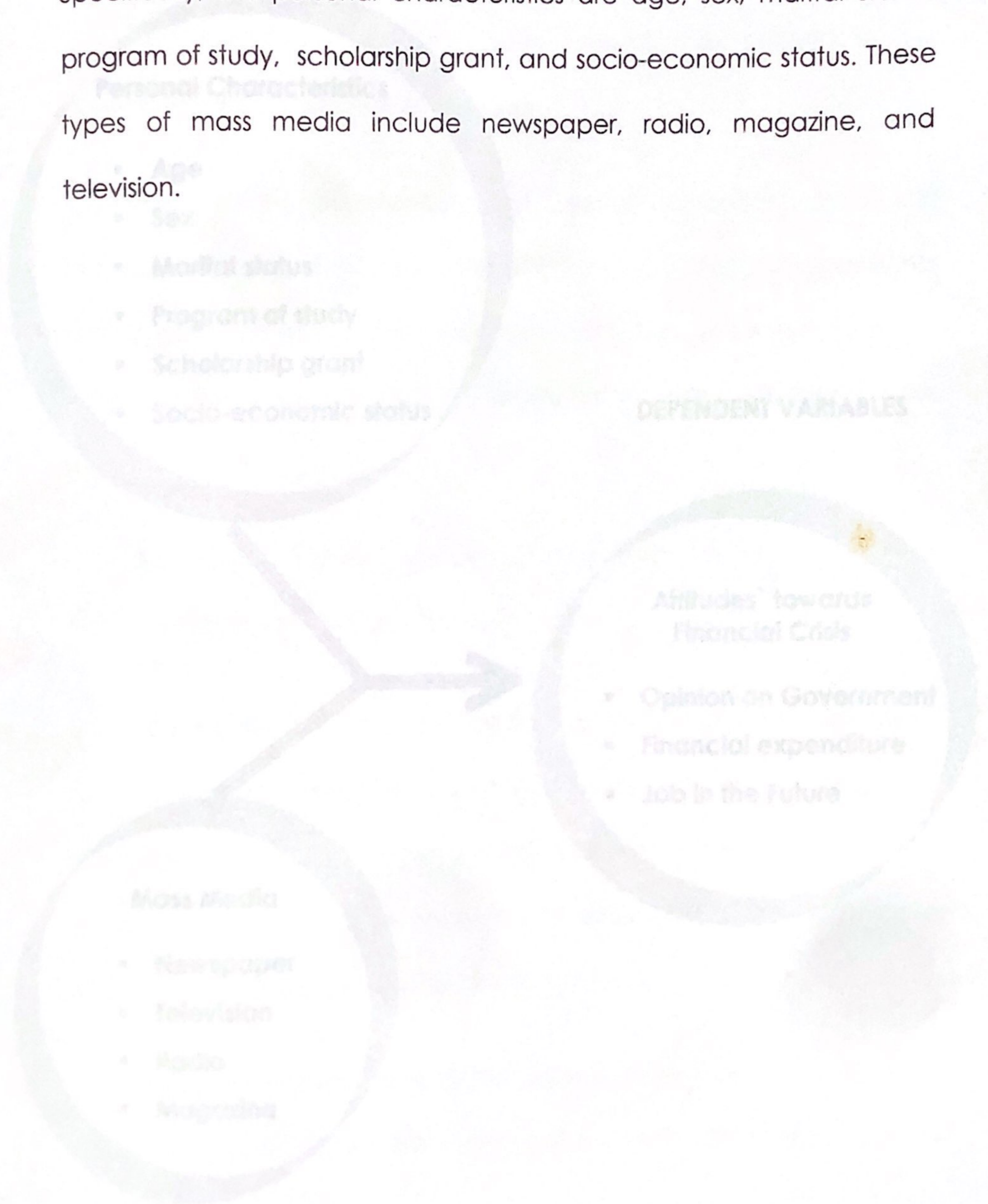


Figure 1. Conceptual model showing the relationship between independent variables and dependent variables.

## INDEPENDENT VARIABLES

### Operational Definition of Terms

#### Personal Characteristics

- Age
- Sex
- Marital status
- Program of study
- Scholarship grant
- Socio-economic status

## DEPENDENT VARIABLES

#### Attitudes towards Financial Crisis

- Opinion on Government
- Financial expenditure
- Job in the Future

#### Mass Media

- Newspaper
- Television
- Radio
- Magazine

**Figure 1.** Conceptual model showing the relationship between independent variables and dependent variables

### Operational Definition of Terms

The following terms here been operationally defined in the context of their application to the study.

**Age** means the chronological age of respondent as of last birthday. This was dichotomized into "young" and "old." Respondents whose ages fall below the mean were classified under the "young" category; those equal to and above the mean were considered under the "old" group.

**Sex** refers to the gender of the respondents. They were dichotomized into male and female.

**Marital status** refers to the legal characters of the respondents as to whether they are single, married, widow(er), or divorced, but however categorized into two groups. Respondents who are married, widow(er), or divorced fell under the "married" category, while those who are single belonged to the "single" category.

**Program of study** refers to the degree or level of graduate study of the respondents. They were categorized into master and doctoral program.

**Scholarship grant** refers to monthly stipend, allowance, or subsistence of respondents during their study. It was measured with a description as follows:

Scholarship Frequency	Score	Description
> P 25,000 More than 5 times/week	3	High
P 20,001 – P 25,000 4 times/week	2	Moderately high
P 15,001 – P 20,000 Less than 3 times/week	1	Moderate
P 10,001 – P 15,000		Moderately low
< P 10,000		Low

**Socio-economic status** refers to the respondents' economic status they belong to in their particular country as specified by respondents. It was categorized into high, middle, and low level.

**Mass media** refers to the channels of communication like newspaper, television, radio, and magazine that reach and influence large numbers of people at the same time although in different places.

**Mass media exposure** refers to how often respondents are exposed to mass media such as television, radio, newspaper and magazine. It was measured with scale as follows:



**Frequency of newspaper exposure** was measured in terms of the number of times a respondent is exposed to a certain newspaper within the week. It was measured with a scale as follows:

Frequency	Score
More than 5 times/week	3
4 times/week	2
Less than 3 times/week	1

The mean level of newspaper exposure was interpreted using the following scores and description:

Level of exposure	Description
2.51 – 3.00	High
1.51 – 2.50	Moderately
1.00 – 1.50	Low

**Frequency of television exposure** was measured in terms of the numbers of hours a respondent is exposed to television within the day. The actual frequency respondents are exposed to television was used to analyze the data. It was measured with scale as follows:

The mean level of radio exposure was interpreted using the following scores and descriptions:

Frequency	Description	Score
More than 3 hours/day	High	3
2 - 3 hours/day	Moderate	2
Less than 2 hour/day	Low	1

The mean level of television exposure was interpreted using the following scores and descriptions:

It was measured with a description as follows:

Scores	Description
2.51 – 3.00	High
1.51 – 2.50	Moderate
1.00 – 1.50	Low

**Frequency of radio exposure** was measured in terms of the number of hours respondents are exposed to radio within the day. It was measured with scale as follows:

Frequency	Description	Score
More than 3 hours/day	High	3
2 - 3 hours/day	Moderately	2
Less than 2 hours/day	Low	1

The mean level of radio exposure was interpreted using the following scores and descriptions:

Scores	Description
2.51 – 3.00	High
1.51 – 2.50	Moderate
1.00 – 1.50	Low

**Frequency of magazine exposure** was measured in terms of the number of times respondents are exposed to magazine within the week. It was measured with a description as follows:

Frequency	score
More than 5 times/week	3
4 times a week	2
Less than 3 times/week	1

The mean value was interpreted using the following scores and the mean level of magazine exposure was interpreted using the following score and description:

Level of exposure	Description
4.51 – 5.00	High
2.51 – 3.00	High
3.51 – 4.50	Moderately High
1.51 – 2.50	Moderately
2.51 – 3.50	Moderate
1.00 – 1.50	Low
1.51 – 2.50	Moderately Low

**Attitude** refers to the way respondents' think, feel, and act toward some aspects of the financial crisis. Attitude was on the basis of

determining opinions on government, financial expenditure, and job in the future.

Opinions on government, financial expenditure, and job in the future were measured using a set of questions answerable by the following with the corresponding scores:

Unit of Analysis	Scores
Strongly Agree	5
Agree	4
Undecided	3
Disagree	2
Strongly disagree	1

The mean value was interpreted using the following scores and descriptions:

Degree of attitude	Description
4.51 – 5.00	High
3.51 – 4.50	Moderately High
2.51 – 3.50	Moderate
1.51 – 2.50	Moderately Low
1.00 – 1.50	Low

**Financial crisis** refers to a time or situation when some of Southeast Asian countries are faced with great trouble concerning money and finance threatening the economy and causing unpleasant consequences.

### Unit of Analysis

The unit of analysis of this study were the individual graduate students' of CLSU enrolled in various curricular degree programs for the second semester of SY 1998-1999.

### Research Design

This study employed the correlational study design. Correlation tested were:

- 1) Correlation between personal characteristics (in terms of age, sex, marital status, program of study, scholarship grant, and socio-economic status) and attitudes toward the financial crisis (in terms of opinion on government, financial expenditure, and job in the future).
- 2) Correlation between mass media exposure (in terms of newspaper and magazine reading, radio listening, and

Television viewing) and attitude toward the financial crisis (in terms of opinion on government, financial expenditure, and job in the future).

### Locale and Time of the Study

This study was conducted in Central Luzon State University, particularly among campus residents in the IGS Dormitory and in the Family Dormitory including those who are staying with the faculty in CLSU. Data collection was done in November 1998.

### Sampling and Sampling Procedure

Since the population of Central Luzon State University graduate students is not widely spread geographically, the sample size for this study was total enumeration of all the graduate students who reside in the IGS Dormitory and family dormitory including those who are staying with the faculty in CLSU.

Table 1 below shows the sample size of the respondents' according to their residential status and level of program of study.

Table 1. Sample size of the respondents' according to their residential status and level of program study

RESIDENTS	LEVEL OF EDUCATION	SAMPLE
IGS Dormitory	▪ Masteral Program	38
	▪ Doctoral Program	55
Family Dormitory	▪ Masteral Program	3
	▪ Doctoral program	5
Faculty housing	▪ Masteral Program	2
	▪ Doctoral Program	4
	<b>Total</b>	<b>107</b>

#### Method of Data Gathering

The survey method of data gathering was used. The survey data was collected by the researcher himself. The data gathered through the instrument were tabulated, analyzed, and interpreted according to the research objectives.

## Method of Data Analysis

### Research Instrument

The main source of data for this study was the CLSU graduate students. A set of questionnaires was used by the researcher to gather information that relate to the objectives and the conceptual framework of the study. The research instrument was designed to include all the selected variables and elicit responses to satisfy the research objectives.

In order to ensure appropriateness and validity of the questionnaire, the instrument was pre-tested involving respondents outside the study area as pre-test sampling frame. This enabled the researcher to revise the instrument by deleting unnecessary items and modifying others.

## Level of Significance

### Method of Data Gathering

The survey method of data gathering was used. Necessary data were collected by the researcher himself. The data gathered through the instrument were tabulated, analyzed, and interpreted in accordance with the research objectives.



## Method of Data Analysis

### RESULTS AND DISCUSSION

Data obtained during the conduct of this study were analyzed using the following statistical tools:

1. Descriptive statistics such as frequency distribution, percentages, measure of central tendency, measure of variability, standard deviation, range and rank were used to describe the personal characteristics, mass media exposure, and attitudes toward the financial crisis in Southeast Asia.
2. Pearson product moment correlation coefficient ( $r^2$ ) was used to analyze correlation of personal characteristics of respondents, and mass media exposure, with the attitudes of the respondents.

### Level of Significance

Validity of the data was set at a higher level of confidence by limiting permissible error at 0.05 level of probability.

## RESULTS AND DISCUSSION

This chapter presents the findings of the study. It includes the CLSU graduate students' personal characteristics and their level of mass media exposure (independent variables), and attitudes of CLSU graduate students' toward the current financial crisis in Southeast Asia (dependent variables).

Description of the variables was done by frequency counts, ranks, percentage, mean as measures of central tendency and standard deviation. The relationships between the two set of variables were determined by using Pearson product moment correlation ( $r^2$ ).

Also discussed were other information related to the study and the solutions suggested.

### CLSU Graduate Students' Personal Characteristics

The first objective of the study was to describe the CLSU graduate students' personal characteristics in terms of age, sex, marital status, program of study, scholarship grant, and socio-economic status.

#### Age

The CLSU graduate students' age ranged from 21 – 54 years old with a mean age of 35.25 years. Majority (59.8 %) of respondents'

belonged to the old category ( $\geq 35$  years old), while (40.2 %) were young ( $< 35$  years old). Findings indicate maturity among the respondents. The standard deviation of 7.64 revealed a relatively widely scattered range in the ages of the respondents (Table 2)

Table 2. CLSU graduate students' personal characteristics

PERSONAL CHARACTERISTICS	FREQUENCY (N = 107)	PERCENTAGE
<b>Age</b>		
Young ( $< 35$ )	43	40,2
Old ( $\geq 35$ )	64	59,8
Mean = 35,25 SD = 7,64 Range = 21– 54		
<b>Sex</b>		
Male	67	62.6
Female	40	37.4
<b>Marital Status</b>		
Married	80	74,7
Single	27	25.3
<b>Program of study</b>		
Masteral	43	40.2
Doctoral	64	59.8

Table 2. Continued...

PERSONAL CHARACTERISTICS	FREQUENCY (N = 107) *	PERCENTAGE
<b>Scholarship grant</b>		
Yes	50	46,7
No	57	53,3
<b>Monthly stipend</b>		
>P 25,000	-	-
P 20,001 – 25,000	2	1,9
P 15,001 – 20,000	16	15,0
P 10,001 – 15,000	5	4,7
<P 10,000	27	25,2
<b>Allowance</b>		
Yes	56	52,3
No	51	47,7
<b>Monthly allowance</b>		
>P 5000	25	23,4
P 4001 – 5000	20	18,7
P 3001 – 4000	4	3,7
P 2001 – 3000	6	5,6
<P 2000	1	0,9

\* Multiple responses

Table 2. Continued...

PERSONAL CHARACTERISTICS	FREQUENCY (N = 107) *	PERCENTAGE
<b>Subsistence</b>		
Yes	10	9.3
No	97	90.7
<b>Monthly subsistence</b>		
>P 5000	6	5.6
P 4001 – 5000	2	1.9
P 3001 – 4000	-	-
P 2001 – 3000	1	0.9
<P 2000	1	0.9
<b>Socio-economic status</b>		
High	-	-
Middle	89	83.2
Low	18	16.8

\* Multiple responses

## **Sex**

The large percentage (61.7 %) of the respondents were males while 38.3 percent were females. These data indicate that the masculine gender predominates the CLSU graduate students' populace.

## **Marital Status**

There were more married than single respondents. Married respondents numbered 80 (74.7 %). The respondents classified as widow/widower numbered 4 (3.7 %), followed by respondents who were divorced also numbered 4 (3.7 %). On the other hand, single respondents numbered 27 (25.3 %).

## **Program of Study**

As reflected in Table 2, the results showed that majority of the respondents (58.9 %) were pursuing doctoral program while 41.1 percent were in their masteral program.

## **Scholarship Grant**

Scholarship grant refers to the monthly stipend, allowance, or subsistence of respondents during their study. Multiple responses were reported. There were 50 respondents or 46.7 percent enjoying scholarship while 52.3 percent of respondents said they enjoyed

allowance. Only 14.0 percent of respondents reported that they enjoyed subsistence.

The data further showed that for those who enjoyed scholarship, most of them (23.4 %) received < P10,000 for monthly stipend, while 15 percent enjoyed P15,001 – 20,000, followed by 4.7 percent enjoying P10,001 – 15,000, and only 2 percent of graduate students enjoying P20,001 – 25,000 monthly stipend. Results imply that the respondents were heterogeneous relatively in terms of the benefits enjoyed as part of the scholarship, yet suggesting that majority of CLSU graduate students enjoyed low scholarship (Table 2).

On the other hand, for the respondents who enjoyed allowance, the large percentage (23.4) received monthly allowance of more than P 5000 while a little lower (18.7 %) received between P 4001 – 5000; followed by 3.7 percent receiving between P 3001 – 4000; 5.6 percent received between P 2001 – 3000; and only one respondent or 0.9 percent received less than P 2000. These results indicate that respondents' enjoyed high and moderately high allowance in the course of their scholarship (Table 2).

On the data referring to subsistence, 5.6 percent received monthly amount of more than P 5000, followed by 1.9 percent of respondents received between P 4001 – 5000, while the remaining (1 %) received monthly subsistence between <2000 – 3000. It may be inferred

from the results that high subsistence allowance was enjoyed by the respondents who reported receiving subsistence allowance (Table 2).

The data may be noted that while stipend, allowance and subsistence were asked separately from the respondents', these data were all included or covered in the scholarship grant.

### Socio-economic Status

Socio-economic status refers to the respondents' level of economic status specified by respondents. The respondents claimed to have come from the middle class and low class. 83.2 percent and 16.8 percent who considered themselves of middle and low status, respectively.

### Mass Media Exposure

Mass media exposure refers to how often respondents are exposed to mass media within a period of time. In determining the degree of television and radio exposure, the respondents were asked how frequently were their daily watching and listening to these media. More than three hours a day was considered high exposure; 2 – 3 hours a day was considered moderate, and less than 2 hours a day was considered low degree of exposure to the medium.



Data shown in Table 3, revealed that the mean rating of the respondents' level of TV exposure was 1.78 indicating a "moderate" level of TV exposure. The standard deviation of 0.69 manifests a relatively small dispersion in the level of TV exposure of the respondents.

The data further showed that the mean rating of level of radio exposure of the respondents was 1.50 indicating "low" level of radio exposure. The standard deviation of 0.94 indicates an almost equal level of exposure considering the dispersion in the level of radio exposure of the respondents.

Table 3. Respondents' level of mass media exposure

MASS MEDIA EXPOSURE	MEAN	SD	DESCRIPTION
Level of TV exposure	1.78	0.69	M
Level of radio exposure	1.50	0.94	L
Level of newspaper exposure	2.48	1.66	M
Level of magazine exposure	1.14	1.12	L
<b>Overall rating</b>	<b>1.72</b>	<b>1.10</b>	<b>M</b>

Level of exposure: 2.51 – 3.00 High (H)  
 1.51 – 2.50 Moderate (M)  
 1.00 – 1.50 Low (L)

On the other hand, in determining the degree of newspaper and magazine exposure, the respondents were asked what their frequency was of the weekly reading of this medium. More than 5 times/week was considered high exposure; 4 times/week was considered moderate exposure; and less than 3 times/week was considered low exposure.

As reflected in Table 3, the findings revealed that the respondents' level of newspaper exposure was "moderate" while their level of magazine exposure was "low". Their mean rating of newspaper exposure was 2.48 while their mean rating of magazine exposure was 1.14. The standard deviation of 1.66 for newspaper exposure and 1.12 for magazine exposure implies a relatively small scatter in levels of newspaper and magazine exposure of the respondents.

Results showed that respondents' level of mass media exposure was "moderate" especially on television and newspapers, while their level of radio and magazine exposure was "low."

The low exposure to radio and magazines may be attributed to the fact that rarely do you find dormitories subscribing to magazines. However, while newspapers may not be a popular subscription, these may be available in libraries or in faculty cottages, hence the moderate exposure to this medium. Accessibility may be considered a factor in the determinant of respondents' exposure to these medium.

Television is available in dormitories and could easily be switched on when the need/want arises.

### **Respondents' Sources of Information about the Current Financial Crisis in Southeast Asia**

The second objective of the study was to identify the respondents' sources of information about the current financial crisis in Southeast Asia. Source of information refers to the respondents' responses as to whether they watch, read, or listen to the information about current financial crisis in Southeast Asia from the mass media.

As shown in Table 4, data revealed that 98.1 percent of the respondents' watched the news about the current financial crisis in Southeast Asia on TV while only 2 respondents' or 1.9 percent said they did not watch. On the other hand, 87.8 percent of the respondents' claimed they read about the current financial crisis in Southeast Asia from the newspaper while the remaining 12.2 percent said they did not. There were 60.7 percent respondents' who listened to the radio about current financial crisis in Southeast Asia while 39.3 percent said they did not listen to the radio, followed by a little more than half of the total respondents' or 57.0 percent reporting they read about this current financial crisis from the magazine while the remaining 43.0 percent did not.

Results reported that most of respondents' sources of information about the current financial crisis in Southeast Asia were from watching TV and reading newspaper, while the remaining were from listening radio and reading magazine.

Those who claimed they did not watch, read or listen to the media types could have been preoccupied with other information items rather than the current financial crisis being printed or aired.

Evidently, these results could have been expected considering the moderate and low levels of exposure of respondents' on newspapers and television and on radio and magazines, respectively.

Table 4. Respondents' source of information about the current financial crisis in Southeast Asia

SOURCE OF INFORMATION	FREQUENCY (N = 107)*	PERCENTAGE
Television	105	98,1
Radio	65	60,7
Newspaper	94	87,9
Magazine	61	57,0

\* Multiple responses

### Respondents' Level of Mass Media Exposure on the Current Financial Crisis in Southeast Asia

Level of mass media exposure refers to how often a respondent is exposed to information about current financial crisis in Southeast Asia. In determining the degree of television and radio exposure on the current financial crisis in Southeast Asia, the respondents' were asked what their frequency was of daily watching and listening to these medium. Frequency of more than three hours/day was considered high exposure; 2 – 3 hours/day was considered moderate; and less than two hours/day was considered low degree of exposure to the medium.

Finding revealed that the mean rating of the respondents' level of TV exposure on current financial crisis in Southeast Asia was 2.91 indicating a "high" level of TV exposure on current financial crisis in Southeast Asia. The standard deviation of 1.66 revealed a relatively small dispersion in the level of TV exposure of the respondents', indicates that respondents' have an almost similar exposure intervals.

In contrast, respondents' mean rating of level of radio exposure on current financial crisis in Southeast Asia was 1.83 indicating "moderate" level of radio exposure. The standard deviation of 2.01 revealed a relatively small scatter in their level of radio exposure on the current financial crisis in Southeast Asia (Table 5).

Table 5. Respondents' level of mass media exposure on financial crisis in Southeast Asia

MASS MEDIA EXPOSURE	MEAN	SD	DESC
Level of TV exposure on financial crisis in Southeast Asia	2.91	1.66	H
Level of radio exposure on financial crisis in Southeast Asia	1.83	2.01	M
Level of newspaper exposure on financial crisis In Southeast Asia	2.19	1.58	M
Level of magazines exposure on financial Crisis in Southeast Asia	1.05	0.99	L
<b>Overall mean rating</b>	<b>1.99</b>	<b>1.56</b>	<b>M</b>

Level of exposure: 2.51 – 3.00 High (H)  
 1.51 – 2.50 Moderate (M)  
 1.00 – 1.50 Low (L)

On the other hand, in determining the degree of newspaper and magazine exposure on current financial crisis in Southeast Asia, the respondents were asked what their frequency was of weekly reading of this medium. Frequency of more than 5 times/week was considered high; 4 times/week was considered moderate; and less than 3 times/week was considered low.

As reflected in Table 5, the data revealed that the respondents' level of newspaper exposure on current financial crisis in Southeast Asia was "moderate" likewise, shown by their mean rating of newspaper exposure of 2.19. The standard deviation of 1.58 revealed a relatively small dispersion of respondents' level of newspaper exposure on current financial crisis in Southeast Asia.

The data further showed that the respondents' level of magazine exposure on current financial crisis in Southeast Asia was "low". This was likewise shown by their mean rating of magazine exposure of 1.05. The standard deviation of 0.99 revealed a relatively small scatter of respondents' level of magazine exposure on current financial crisis in Southeast Asia.

These results indicate that respondents' level of mass media exposure on current financial crisis in Southeast Asia was on the "high" and "moderate" level, especially on electronics medium such as television and radio. On the other hand, on print medium such as newspaper, the respondents' level of exposure was "moderate" while respondents' magazine exposure was rated "low."

The "high" levels of exposure on television on the current financial crisis may have been different from the "moderate" level of television

as the source of information about the financial crisis. The "high" may be attributed to the accessibility of television in the dormitories and cottages while the "moderate" results may have been because at some point in time when the respondents' switched on the television, the information may have been on other subjects rather than on the financial crisis.

### **Regular News about Country of Respondents on Mass Media**

In determining the regular news about country of respondents' on mass media, the respondents' were asked if they get to elicit news about their country and what type of news about their countries.

The multiple responses reported that 88 respondents' or 82.2 percent were found regularly reading news about political, economic, and entertainment matters about their country of origin in newspapers, a little bit less (84 respondents') or 78.5 percent said they watch the regular news about their country on television. The numbering 62 respondents' or 57.9 percent listened to radio, while the remaining 59 respondents' or 55.1 percent said they could find them in magazine (Table 6).



These results are suggestive of the fact that these main media could be sources of other news items pertinent to economic, political and entertainment.

Table 6. Regular news about country of respondents on mass media

MASS MEDIA EXPOSURE	FREQUENCY (N = 107) *	PERCENTAGE
Regular news about country of respondents on TV		
Yes	84	78.5
No	23	21.5
Regular news about country of respondents on the radio		
Yes	62	57.9
No	45	42.1
Regular news about country of respondents on newspaper		
Yes	88	82.2
No	19	17.8
Regular news about country of respondents on magazine		
Yes	59	55.1
No	48	44.9

\* Multiple responses

### Information about Country of Respondents from Mass Media

The type or kind information about country of respondents' was likewise determined by their responses on the question: "what kind of information do they get about their country" from mass media. They were also asked to specify the information in terms of political, economic, entertainment, and other kind of information.

As seen in Table 7, the responses showed that 38 respondents' were watching political information about their country on television while 40 respondents' were reading political information from newspaper, followed by 30 respondents' listening on radio, and 27 respondents' reading political information about their country from magazine.

Most of the respondents' (40 respondents') generated economic information about their country from newspaper while 25 respondents' saw them in television; 20 respondents' got them from magazine, while only 16 respondents' listened to radio for economic information about their country.

Only 20 respondents' said they watched entertainment items about their country on television while 16 respondents' said entertainment information was from newspaper; 15 respondents' listened to the radio while 14 respondents' read them from magazine.

On the aspect of other information - sport, cultural, and religious - no respondents' answered that they find other information about their country on the newspaper. Only 1 respondent watched sport news about their country on television. Similarly 1 respondent reported he listened to the radio for religious information, followed by 1 respondent who derived cultural information from magazine.

Results are indicative that newspaper is the more popular medium on political and economic matters about the countries. Entertainment and other information were either less seen, watched or read from the mass media studied (Table 7).

Table 7. Information about country of respondents from mass media

MASS MEDIA	KIND OF INFORMATION *			
	Political	Economic	Entertainment	Other
Television	38	25	20	1
Radio	30	16	15	1
Newspaper	40	40	16	-
Magazine	27	20	14	1

\* Multiple responses

### **Attitude of Respondents' Toward the Current Financial Crisis in Southeast Asia**

The third objective of the study was to determine the respondents' attitude toward the current financial crisis in Southeast Asia in terms of their opinion on government, financial expenditure and job in the future.

Attitude of respondents' toward the current financial crisis in Southeast Asia refers to the way respondents think, feel, and act towards some aspects of the financial crisis. The level of attitude of respondents' toward the current financial crisis was measured with the scale: strongly agree, agree, undecided, disagree, and strongly disagree to the statements reflective of their attitude.

### **Attitude of Respondents' Toward the Current Financial Crisis In Terms of Opinion on Government**

Among the statements given in Table 8 related to the respondents' attitude toward the current financial crisis in the area of opinion on government, the data revealed agreement with their government to solve the problems and make use of all resources they have.

Moreover, they also "agree" that the financial crisis would shrink the economies and thereby slow down the growth of their country. They "agree" that the financial crisis is not merely an economic problem, but mostly political in nature.

On the other hand, the respondents' were "undecided" with their government's ability to solve the financial crisis without asking help from other country or organization. They were also "undecided" to approve of people's movement to change the government in their country because of lack of faith on present government leader.

The data further showed that the over all mean rating of attitude of respondents' toward current financial crisis in terms of opinion on government was 3.72. This indicates that the respondents' "agree" with statements of opinion on government. The standard deviation of 1.68 revealed that the respondents' attitude toward the current financial crisis in Southeast Asia was less dispersed in this area of concern (Table 8).

Generally, this may be an implication of the respondents' faith in their government's ability to handle the existing problem and their manifestation of support for their government.

STATEMENT	MEAN	SD	DESC
a) The government in my country can come up with programs to solve the problems of financial crisis	4,01	0,77	A
b) The government in my country makes use of all resources they have to solve the financial crisis	3,79	1,03	A
c) The government in my country has the ability to solve the financial crisis without asking help from other country or organization	3,21	5,16	U
d) Financial crisis is not merely an economic problem, but mostly political in nature	3,92	0,98	A
e) People in my country should believe and support government in solving its financial crisis	4,28	0,95	A
f) I approve of actions taken by my government to solve the financial crisis in my country	3,54	3,04	A
g) I approve of people's movement to change the government because of lack of faith on present government leader	3,11	1,28	U
h) The government in my country should ask help from other countries or organization to solve the financial crisis	3,47	1,06	U
i) Financial crisis will shrink the economies and thereby slow down the growth of my country	4,21	0,93	A
<b>Overall rating</b>	<b>3,72</b>	<b>1,68</b>	<b>A</b>

a) The government in my country can come up with programs to solve the problems of financial crisis	4,01	0,77	A
b) The government in my country makes use of all resources they have to solve the financial crisis	3,79	1,03	A
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f) I approve of actions taken by my government to solve the financial crisis in my country	3,54	3,04	A
g) I approve of people's movement to change the government because of lack of faith on present government leader	3,11	1,28	U
h) The government in my country should ask help from other countries or organization to solve the financial crisis	3,47	1,06	U
i) Financial crisis will shrink the economies and thereby slow down the growth of my country	4,21	0,93	A

Degree of attitude: 4,51 – 5,00

Strongly agree (SA)

3,51 – 4,50

Agree (A)

2,51 – 3,50

Undecided (U)

1,51 – 2,50

Disagree (D)

1,00 – 1,50

Strongly disagree (SD)

### **Attitude of Respondents Toward the Current Financial Crisis in Terms of Financial Expenditure**

As revealed by data on Table 9, respondents' "agree" that financial crisis in their country has affected/influenced their daily expenditure. However, they "agree" to reduce their daily expenditure and they prefer to save their money for their future rather than spend it.

They also "agree" that they prefer to spend their money in support of their educational program, and they believed that scholarship stipend and prices determine how much they will be able to spend. They "agree" that their government should interfere with the market to reduce prices.

On the other hand, they were undecided that their sponsor would reduce their stipend because of financial crisis. They were undecided that their stipend now may not be enough for their educational and daily expenditure.

The over all mean rating of attitude of respondents' toward the current financial crisis in terms of financial expenditure at 3.72 further emphasized the respondents agreement with statements relative to financial expenditure. The standard deviation of 1.07 manifested that the respondents' attitude on the area of consider did not vary so much if respondents were taken separately (Table 9).



It may be inferred that the respondents' are relatively concerned with the problem on hand as manifested by their willingness to reduce expenses and save. Considering further that these are graduate students' and mature enough, education is still foremost in their priorities as seen in their "agree" response to items regarding money in support of educational program.

Item	Mean	SD	Level of Agreement
a) My sponsor will reduce my stipend because of the financial crisis	2.85	1.25	U
b) On my own personal decision I will reduce my daily expenditure because of the rising prices	3.91	0.90	A
c) Because of financial crisis, I prefer to save my money for my future rather than spend it	3.64	1.07	A
d) Because of the rising prices, my stipend now is not enough for my educational and daily expenditure	3.27	1.09	U
e) I prefer to spend my money in support of my educational program rather than spend it in consumer goods	4.37	1.00	A
f) I believe that scholarship sponsor and prices determine how much I will be able to spend	4.05	0.77	A
g) I think that a government should interfere with the market to reduce prices	4.35	0.77	A
h) Because of rising prices, I will request my sponsor to increase my stipend	3.35	0.90	U

4.51 - 5.00	Strongly Agree	(SA)
3.51 - 4.50	Agree	(A)
2.51 - 3.50	Undecided	(U)
1.51 - 2.50	Disagree	(DA)
1.00 - 1.50	Strongly disagree	(SD)

Table 9. Attitude of respondents' toward the current financial crisis in terms of financial expenditure

STATEMENT	MEAN	SD	DESC
a) Financial crisis in my country has affected/influenced my daily expenditures	4,09	1,07	A
b) My sponsor will reduce my stipend because of the financial crisis	2,56	1,26	U
c) On my own personal decision, I will reduce my daily expenditure because of the rising prices	3,91	0,90	A
d) Because of financial crisis, I prefer to save my money for my future rather than spend it	3,64	1,07	A
e) Because of the rising prices, my stipend now is not enough for my educational and daily expenditure	3,27	1,09	U
f) I prefer to spend my money in support of my educational program rather than spend it in consumer goods	4,27	1,90	A
g) I believe that scholarship stipend and prices, determine how much I will be able to spend	4,05	0,77	A
h) I think that the government should interfere with the market to reduce prices	4,35	0,77	A
i) Because of rising prices, I will request my sponsor to increase my stipend	3,35	0,80	U
<b>Overall rating</b>	<b>3,72</b>	<b>1,07</b>	<b>A</b>

Degree of attitude: 4,51 – 5,00

3,51 – 4,50

2,51 – 3,50

1,51 – 2,50

1,00 – 1,50

Strongly Agree (SA)

Agree (A)

Undecided (U)

Disagree (DA)

Strongly disagree (SD)

### Attitude of Respondents' Toward the Current Financial Crisis In Terms of Job in the Future

As revealed by data on Table 10, the respondents' were "undecided" that because of financial crisis, they feel insecure with their job in the future. They were "undecided" that their job in the future would be dependent upon the economic situation in their country. They were also undecided that because of financial crisis in their country, they would prefer to have a job abroad rather than stay in their country or to have a job in private companies rather than a job in the government.

On the other hand, they "agree" that financial crisis has caused many corporations to cut back or have simply gone bankrupt, thereby leading to rising unemployment. They also "agree" that it is necessary for them to do some rethinking about their job in the future. They "agree" that their government should prioritize more on employment opportunities in the future.

The overall mean rating of attitude of respondents' toward the current financial crisis in terms of job in the future was 3.41 indicative of an "undecided" response and standard deviation of 0.99 suggesting little variation in the respondents'.

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The indecision on the part of the respondents may have been logical and reasonable considering that the item concerns the future. The "agree" response merely justifies that since they were undecided, rethinking of future job is in order and thereby preempting the need for the government to prioritize employment.

Table 10. Attitude of respondents' toward the current financial crisis in terms of job in the future

STATEMENT	MEAN	SD	DESC
a) Financial crisis has caused many corporations to cut back or have simply gone bankrupt, thereby leading to rising unemployment	4,21	0,70	A
b) Because of financial crisis in my country, I feel insecure with my job in the future	3,14	1,14	U
c) My job in the future is dependent upon the economic situation in my country	3,04	1,05	U
d) It is necessary for me to do some re-thinking about my job in the future	3,61	1,07	A
e) Because of financial crisis in my country, I would prefer to have a job abroad rather than stay in my country	2,59	1,16	U
f) I would prefer to have a job in a private company rather than a job in the government	2,64	1,24	U
g) My government should prioritize much more on employment opportunity in the future	4,32	0,64	A
h) Skilled job rather than degree job is needed now and in the future	3,94	0,87	A
i) I am not apprehensive with my job in the future	3,23	1,06	U
<b>Overall rating</b>	<b>3,41</b>	<b>0,99</b>	<b>U</b>

Degree of attitude: 4,51 – 5,00	Strongly Agree (SA)
3,51 – 4,50	Agree (A)
2,51 – 3,50	Undecided (U)
1,51 – 2,50	Disagree (DA)
1,00 – 1,50	Strongly disagree (SD)

### **Correlation between Personal Characteristics of the Respondents and Their Attitude Towards the Current Financial Crisis in Southeast Asia**

The fourth objective of the study was to ascertain the relationship between respondents' personal characteristics and their attitude toward the current financial crisis in Southeast Asia. It was hypothesized that the respondents' personal characteristics (independent variables) are not significantly related with their attitude toward the current financial crisis in Southeast Asia (dependent variables). Pearson's product moment coefficient correlation ( $r^2$ ) was utilized in testing the hypothesis.

As shown in Table 11, among the personal characteristic variables, only sex and socio-economic status was found to have highly significant correlation with attitude toward current financial crisis.

Sex was found to have negative but highly significant relationship with attitude toward current financial crisis in terms of job in the future with the coefficient of correlation  $r = - 0.2881$ . This implies greater concern for job in the future among the males than the females respondents. While women in this modern age are contributory to household finances, traditionally, the men are the breadwinners in the family, this still remains to be true and existent across cultures.

### Socio-economic

highly significant relationship  
in terms of job in the future  
This implies that the lower the  
higher their conditions are  
the generalization that  
status tend to struggle for  
need for better job in the future

The results of study support  
hypothesis that there are  
respondents' personal choices  
current financial crisis in Southeast Asia  
economic status.

Table 11. Correlation between personal characteristics of the Respondents' and their attitude toward the current financial crisis in Southeast Asia

PERSONAL CHARACTERISTICS	ATTITUDE TOWARDS THE CURRENT FINANCIAL CRISIS		
	Opinion on Government	Financial Expenditure	Job in the Future
Age	.1684	-.1596	-.1416
Sex	-.1762	.0532	-.2881**
Marital status	-.0105	-.0612	-.1427
Program of study	.0807	-.1088	-.1072
Scholarship grant	.0558	.0233	-.0165
Socio-economic status	-.0125	-.1543	-.3217**

\* Significant at  $\alpha = 0.05$

\*\* Significant at  $\alpha = 0.01$



## Correlation between Respondents' Level of Mass Media Exposure and Their Attitude Toward the Current Financial Crisis in Southeast Asia

The fifth objective of the study was to find out the relationship between respondents' level of mass media exposure and their attitude toward the current financial crisis in Southeast Asia. It was hypothesized that the respondents' level of mass media exposure (independent variables) are not significantly related with their attitude toward the current financial crisis in Southeast Asia (dependent variables). Pearson's product moment coefficient correlation ( $r^2$ ) was utilized in testing the hypothesis.

As shown in Table 12, the data revealed that among the respondents' level of mass media exposure variables, level of newspaper exposure was found to have positive and highly significant correlation with their attitude towards current financial crisis in terms of job in the future with the coefficient correlation  $r = .3516$ . This result implies that the more the respondents were exposed to newspaper, the more they center their focus on their job in the future.

Respondents' level of magazine exposure was also found to have positive and significant correlation with their attitude toward the current financial crisis in terms of financial expenditure with the coefficient correlation  $r = .2011$ . This implies that the more respondents are

exposed to magazine, the higher their level of consideration about their financial expenditure.

The focus on job in the future jibes with concern on financial expenditure. Apparently, respondents' have every reason to be apprehensive about their future job and likewise an expenditure as each may be dependent on the other.

The probable reason why the exposure of newspaper and magazine have significant relationship with the attitude of the respondents' toward current financial crisis in terms of financial expenditure and job in the future, may be due to fact that almost everyday, we could find information about job and financial analysis in the newspaper and magazine. Newspapers cover major stories in more detailed form than television does. After watching television's often vivid visual coverage, serious students turn to newspaper for detailed information.

Furthermore, like most other media, magazine came out just once a week. Thus their writers and editor often have more time to dig into issues. Consequently, they have a better opportunity to bring events into focus and interpret their meaning.

This concurs with the study of Ramires (1989) stating that the press is unquestionably the most powerful instrument for forming public opinion. In its second capacity, that is, as an exponent of ideas, the

press has no equal in its effectiveness in a country of newspapers and magazine readers.

Table 12. Correlation between respondents' level of mass media exposure and their attitude toward the current financial crisis in Southeast Asia

LEVEL OF MASS MEDIA EXPOSURE	ATTITUDE TOWARDS CURRENT FINANCIAL CRISIS		
	Opinion on Government	Financial Expenditure	Job in the Future
Level of TV exposure	.0433	-.0426	.0013
Level of radio exposure	.0819	.0927	.0326
Level of newspaper exposure	.1240	.0710	<b>.3516**</b>
Level of magazine exposure	-.0785	<b>.2011*</b>	.1149

\* Significant at  $\alpha = 0.05$

\*\* Significant at  $\alpha = 0.01$

## SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

### Summary

Mass media, especially print media such as newspaper and magazine, electronic media such as television and radio, are two very powerful tools. Through these media, world developments in politics, economics, socio-cultural, science and technology are communicated to people around the globe. The inevitable happens when people are influenced to change, brought about by this constant exposure to new information. The CLSU graduate students are no exception.

Mass media exposure and attitude of CLSU graduate students' toward the current financial crisis in Southeast Asia which has been discussed and analyzed in this thesis, constitutes an integral part of development communication study. The salient results of this study are thereby presented in a summarized form:

1. Majority of the CLSU graduate students' studied were categorized as old, male, married, and pursuing their doctoral program. Most of them enjoyed low scholarship stipend while the remaining respondents' enjoyed high allowance and subsistence. The large percentage (83.2 %) came from middle socio-economic status

- while only 18 graduate students considered themselves coming from lower class (16.8 %).
2. The CLSU graduate students' level of mass media exposure was on moderate and low especially on television and radio. On the other hand, the graduate students' level of exposure was "moderate" on newspaper while level of magazine exposure was low.
  3. Most of CLSU graduate students' sources of information about the current financial crisis in Southeast Asia were from watching TV and reading newspaper. The rest considered radio and magazine as sources.
  4. The graduate students' level of mass media exposure on the current financial crisis in Southeast Asia was high and moderate especially on television and radio. In contrast, on newspaper exposure was moderate followed by low magazine exposure.
  5. Most of the graduate students' (40) elicited political and economic information about their country from newspaper. There were few graduate students' who watched television featuring programs on political information and entertainment.
  6. The overall attitude analysis showed agreement with attitude statements about opinion on government. They also "agree" with attitude statements about financial expenditure. Only in the statements on job in the future did they answer "undecided". This

implies that in general, the respondents' still believed and support their government in solving its financial crisis.

7. Sex and socio-economic status were found to have highly significant correlation with attitude of CLSU graduate students' toward the current financial crisis. Sex was found to have negatives but highly significant relationship with attitude toward the current financial crisis in terms of job in the future. Socio-economic status was also found to have negative and highly significant relationship with attitude toward the current financial crisis in terms of job in the future.
8. In the analysis of the correlation between level of mass media exposure and attitude toward the current financial crisis, level of newspaper exposure was found to have positive and highly significant correlation with their attitude toward the current financial crisis in terms of job in the future. Graduate students' level of magazine exposure was also found to have positive and significant correlation with their attitude toward the current financial crisis in terms of financial expenditure.

## Conclusions

Based on the results of the study, the following conclusion were derived:

1. A relatively high degree of maturity is evident in the respondents' considering the age bracket predominantly categorized as old. This maturity may be said to have been manifested also in their mass media exposure reported to be high in the television and moderate in newspaper particularly on the current financial crisis, political and economic information about their respective counties.

The low exposure on magazine and radio may be attributed to accessibility and availability factors.

2. The negative but highly significant correlation between sex and attitude toward financial crisis in terms of job in the future is indicative of the males' greater concern for their job in the future since traditionally, they are the breadwinners in the family.

Similarly, the negative but highly significant correlation between socio-economic status indicates that the lower the socio-economic status, the greater is the concern for the job in the future.

The results of the study, therefore suggest the rejection of the hypothesis that there is no significant relationship between respondents'

personal characteristics and their attitude toward the current financial crisis.

3. The positive and highly significant correlation between level of newspaper exposure and attitude toward the current financial crisis in terms of job in the future implies that the higher the newspaper level of exposure the more the respondents' focus their priorities on job in the future.

Likewise, the positive and highly significant correlation between level of magazine exposure and their attitude toward financial crisis in terms of financial expenditure suggest that an increase in the level of magazine exposure follow increased concern on financial expenditures.

Evidently, this is a rejection of the hypothesis that there is no significant relationship between level of mass media exposure and attitude toward financial crisis.