BOOK OF ABSTRACTS

CMSC 2023

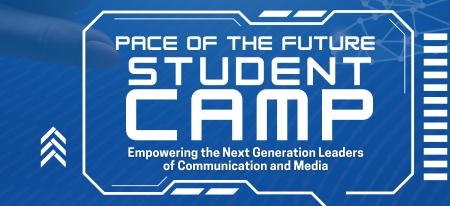## COMMUNICATION AND MEDIA STUDIES CONFERENCE

COMMUNICATION AND MEDIA EDUCATION IN THE TIME OF AI:
VALUES, ETHICS, AND PRACTICES

BACK-TO-BACK WITH:

PACE OF THE FUTURE
STUDENT CAMP

Empowering the Next Generation Leaders of Communication and Media

20-21 October 2023 • LYCEUM OF THE PHILIPPINES UNIVERSITY – CAVITE

MESSAGE FROM THE PRESIDENT

Happy 48th anniversary to us, and welcome to our 2023 Communication and Media Studies Conference with the theme "Communication and Media Education in the Time of AI: Value, Ethics, and Practices." This year's theme highlights one of the most recent and relevant developments, and for others, disruptions, in media and education: the growing sophistication and use of artificial intelligence.

You must have heard about AI sports newscasters; Alexa, Cortana, or Siri; used Midjourney or DALL-E 2 to generate images; used video editing tools like Synthesia; used AI voice generators to provide a voice over for your video or to create an artist's cover of a song; or used ChatGPT to get you started on an essay.

All these are examples of how artificial intelligence, or AI, has exponentially increased its prominence among global users through the internet.

The Stanford Institute for Human-Centered Artificial Intelligence reported in 2023 that more and more jobs are looking for skills related to using AI. Student interest in AI has also steadily increased. Whereas before AI was only tackled in higher education, it is now permeating the K-12 levels of education, at least in the US.

The same report also indicated that the ethical misuse of AI has increased by 26 times since 2012, further proving that with such powerful tools in our hands, we would need to determine AI's ethical and acceptable use, especially in media and communication education.

The United Nations has expressed that the use of AI must remain grounded on the respect for human rights. This means including human rights principles from data collection to the design, development, and usage of its resulting tools and services.
The European Group on Ethics in Science and New Technologies asserts that humans and not computers should remain in control and thus be morally responsible in the use of technological tools.

MESSAGE FROM THE PRESIDENT

Educational institutions have also released their own guidelines for the use of AI in enhancing classroom learning. The University of Melbourne, for example, has made it clear that students cannot use artificial intelligence software to generate materials for assessment, following their initial guidelines that their outputs must be their own work. While access to AI remains limited in the Philippines, we have nevertheless begun to lay down the path to ensure that AI can benefit the Filipino people.

In 2021, the Department of Trade and Industry published the National Roadmap for Artificial Intelligence. We have also begun participating in international conversations regarding the use of AI, such as the Responsible Use of Artificial Intelligence in the Military Domain Summit in the Hague, Netherlands and the Regional Conference on the Humanitarian and Social Impact of Autonomous Weapons Systems in San Jose, Costa Rica.

The University of the Philippines' principles for responsible and trustworthy artificial intelligence calls for its use for the common good and benefit of the Filipino people, and the promotion of empowerment, cultural sensitivity, privacy and accountability. When using AI in research and development, UP emphasizes human decision-making authority over the actions, decision, and behaviors of AI and the upholding of the principles of transparency, fairness, safety, and environment sustainability.

While challenges in upholding academic integrity with AI remain in conversations, UP promotes the use of AI for a learner-centered pedagogy, human capital development and capacity building, the improvement of the efficiency of education administration, and AI as an avenue for collaboration.

Based on these insights, we see that AI poses both challenges and opportunities for communication and media education. As AI technology continues to develop, we will have to recalibrate our approaches with this new tool.

MESSAGE FROM THE PRESIDENT

In the past couple of years, PACE has operated amidst the emergence of this new technology. We implemented projects and activities in four priority areas. First, we pushed for policies that are responsive to the needs of local and national academic and industry-based communities. In November 2022, we met with the Commission on Higher Education to discuss the development of policies, standards, and guidelines for undergraduate and graduate communication and development communication programs.

Second, we adapted to changes by continuously capacitating our colleagues in navigating toward rehumanizing communication education amid technological dependency. We did this by holding the Pinoy Media Congress 2023 last May and April in hybrid mode, enabling us to reach more than 1800 communication students from all over the country. The Communication and Media Studies Conference is also part of this initiative.

Third, we cared for one another as we safeguarded our health and welfare through constant communication and *kumustahan* among members.

Lastly, we empowered the media and communication education sector by providing opportunities for collaboration and development of our crafts and expertise. Our milestone event in this priority area is the PACE of the Future Student Camp 2023 which we will be holding in this year's edition of CMSC. This event is a venue for sharing the best projects and practices of communication students, the future of media and communication.

Aside from leading these initiatives, PACE joined conversations regarding media and communication through its activities with the Asia-Pacific Communication Alliance Constitution, the Asian Media Information and Communication Centre, and the World Journalism Education Council, in which we sit as a country representative.

MESSAGE FROM THE PRESIDENT

As we pace toward our 50th year, we will aspire to further develop media and communication education for the uplifting of human lives and work to ensure that what we do is responsive to the urgent needs of the community.

We will provide our members with opportunities for lifelong learning and prepare for our 50th year by reflecting on our past and charting our future as the country's premier, biggest, and most dynamic professional organization.
We will adopt new teaching and learning strategies that are responsive to the needs of our time.

We will collaborate with local and international media and communication organizations and institutions and work to achieve our common interests in capacity building.

We will enable our members and new educators to keep up with the trends and challenges in the future of media and communication education and empower them as their institution's next leaders.

These aspirations will guide PACE in the next 50 years, through new emerging technologies and evolving pedagogies for media and communication education.

I hope that through this conference, we can ignite conversations about AI's implications on the educational landscape and come up with ways to innovate our strategies and integrate AI into our vision for media and communication education – one that is founded on compassion, fairness, and accountability.

May we all have a productive and inspiring conference. Thank you.

MARK LESTER M. CHICO, MSc
President

MESSAGE FROM THE CONFERENCE CHAIR

Greetings!

It is with immense pleasure that I extend a heartfelt welcome to you at the Communication and Media Studies Conference 2023! I take deep pride to be surrounded with a group of passionate educators, dedicated researchers, and remarkable students in the diverse fields of communication and media studies.

In curating this conference, our focus was on providing discussions and presentations that resonate with all of us. Hence, our chosen theme revolves around the captivating subject of artificial intelligence (AI). However, we didn't want to approach AI in a typical manner. Our intention was to humanize AI, viewing it through the lens of teachers and students. Thus, the theme, "Communication and Media Education in the Time of AI: Values, Ethics, and Practices". Our goal is not just to create new knowledge but also to establish a platform for dialogue. We aspire to nurture collaborations and partnerships among communication schools across the Philippines.

In an exciting first for CMSC, we are proud to introduce the "PACE of the Future Student Camp." This innovative initiative aims to empower the next generation of leaders in our fields. Through showcasing their most promising projects and initiatives, this camp seeks to foster a collaborative network among communication students. Our objective is to encourage the exchange of ideas and inspire new friendships, cultivating an environment where brilliance and creativity thrive without fostering unhealthy competition.

I express my deepest gratitude to our hardworking PACE BOT members, led by President Mark Lester Chico, for their unwavering support. Their dedication has been pivotal in ensuring the success of this conference.

MESSAGE FROM THE CONFERENCE CHAIR

As we embark on this enlightening journey together, I encourage you to actively engage in discussions, forge new connections, and let the spirit of collaboration guide our interactions. Together, let's make CMSC 2023 a vibrant hub of knowledge and camaraderie.

With warm regards,

RECHELLE ANN BARRAQUIAS
Conference Chair

CONFERENCE PROGRAM

October 20 Friday

8:00 AM	Registration
9:00 AM	Opening Ceremonies
	Invocation and National Anthem LPU-Cavite Harmonic Choral
	Welcome Message LPU-Cavite Vice President for Administration Dr. Maria Teresa O. Pilapil
	Opening Message **PACE President Mark Lester M. Chico**
	Overview of the Conference **Conference Chair Rechelle Ann Barraquias**
9:30 AM	Plenary Session 1 "Ethics" - **Dominic Ligot**, Co-Founder Analytics Association of the Philippines
10:30 AM	"Practices" - **Dr. Maarit Jaakkola**, Co-Director Nordicom (Live via Zoom)
11:45 AM	Discussant **Dr. Ismael Talili**, Director for Research, University of Science and Technology of Southern Philippines
	Open Forum
	Launching of the PACE History Book **Dr. Crispin C. Maslog**
12:00 NN	Lunch Break
1:30 PM	Parallel Session 1 Conference Presentations PACE of the Future Pitching and Coaching Sessions
3:00 PM	Snacks
3:30 PM	Parallel Session 2 Conference Presentations PACE of the Future Pitching and Coaching Sessions
6:00 PM	Socials for faculty members Networking for students

CONFERENCE PROGRAM

October 21 Saturday

8:30 AM   Parallel Session 3
           Conference Presentations
           PACE of the Future Pitching and Coaching Sessions

10:00 AM   Snacks

10:30 AM   Parallel Session 4
           Conference Presentations
           PACE of the Future Pitching and Coaching Sessions

12:00 NN   Lunch Break

1:30 PM   Plenary Session 2
           "Values" - Dr. Hsuan-Pei (Jason) Ho Assistant Professor and Director of
           Office of International Affairs at Hungkuang University, Taiwan

2:15 PM   Open Forum

3:00 PM   Induction of BOT 2023-2025
           Awarding of Certificates
           Announcement of CMSC 2024 Host

           Closing Message

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MAURICE JITTY M. VILLASTER
University of the Philippines Cebu

Factors Influencing Ilokano Journalists in Reporting In-depth Climate Change Stories

EDMAR M. DELOS SANTOS, MYRA EUGENIA CASTILLO
Mariano Marcos State University

Analysis of Digital Information Disorders in the Crises Response Efforts of the Bohol Provincial Government

SOCORRO ANNE R. ZALUAGA, JUDY MADURA, DENISE CLARIN, FELMAR FIEL, PETER SAGUIREL, JOMAR SARADOR
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Situational Crisis Communication: Assessing Cagayan de Oro Local Government's Response Strategies and Health Information Dissemination During COVID-19 Pandemic

MARIA DOREEN CUEVAS-RANADA, ANGELI PIZARRO-MONSANTO, AND PHOEBE MAE A. JUANICO
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Paglaum sa Pandemya: Exploring the Persuasive Potential of Hope Appeal in Pandemic Radio Broadcast Narratives of Spirit FM Davao's Inspirational Talk Show

JULIUS NEIL A. PIALA
University of the Philippines Mindanao

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BRYAN R. REALGO
Mariano Marcos State University

Depicting Women's Rape Trauma Through Advocacy Short Films

EDWIN DAVID J. PRIETE
University of the Philippines Mindanao

Social Opportunities and Digitized Communication of Ilokano Genshin Impact Players

CRISDENIELE H. CLEMENTE, BRYAN R. REALGO
Mariano Marcos State University

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ABSTRACTS

Human-AI Interaction Outcomes (HAI-IO) Model: A Comprehensive Framework for Understanding and Analyzing Human-AI Communication

RAE FRANCIS C. QUILANTANG
University of Sto. Tomas

The rapid advancements in artificial intelligence (AI) have led to the widespread integration of AI systems, such as virtual assistants and chatbots, in various aspects of daily life. As a result, understanding human-AI communication process has become a critical area of research. This paper proposes the Human-AI Interaction Outcomes (HAI-IO) model, a comprehensive framework designed to analyze the complex interplay between AI systems, human factors, interaction, and resulting outcomes in human-AI communication. The HAI-IO model is based on three fundamental theories: human-computer interaction, social exchange theory, and dialogue management theory. By integrating these theories, the model provides a holistic perspective on human-AI interaction, enabling researchers and practitioners to understand and address the various factors influencing its communication process. Despite its limitations, the HAI-IO model offers significant implications and applications for users, developers, and organizations. Future research should explore the effects of different AI system designs, human factors, and interaction techniques on human-AI communication. Investigations into the influence of various rewards and costs on communication outcomes will also prove beneficial. Addressing the model's limitations and conducting interdisciplinary research can further advance the understanding and applicability of the HAI-IO model across fields and industries. The Human-AI Interaction Outcomes (HAI-IO) model presents a promising framework for understanding and improving communication between humans and AI systems. By providing insights into the complex dynamics of human-AI interaction, the model can support the development of AI technologies and foster better communication between humans and AI. The HAI-IO model represents a valuable contribution to the field of communication and is expected to inspire further research in human-AI communication and AI applications in various domains.

ABSTRACTS

The Trade-Offs of Chat GPT to Filipino Freelance Content Writers: A Diffusion of Innovation Theory Perspective

AMOR JUDE THADEUS F. SORIANO
Philippine Christian University - Dasmariñas

With today's technology, things we struggle to do before have become much easier to accomplish. Artificial Intelligence (AI) for one is a latest innovation that has totally changed the landscape of many industries most notably the field of content writing. AI language models such as Chat GPT has been making noises with its capability to produce human-like text and ability respond to user inquiries (Thakur, 2023). This technology has the potential to alter how contents are going to be produced moving forward and content writers are said will be heavily affected. Using a qualitative approach, this study used the Diffusion of Innovation Theory developed by Everett M. Rogers to understand how Filipino freelance content writers adopt to the advent of Chat GPT, find out on what stage by which they have adopted it, and know the factors that influence their adoption. There are five established adopter categories where the content writers were classified: innovators, early adopters, early majority, late majority, and the laggards. Innovators are the writers who tried the innovation first. Early adopters are those who are aware of the need to change and so are very comfortable adopting new ideas. Early majority, on the other hand, adopt new ideas before average person. Late majority are those who will only adopt after it has been tried by the majority. Lastly, laggards are the hardest group to bring on board. In the process, the stages by which the writers are currently on in their adoption are also explored which include awareness of the need for an innovation, decision to adopt (or reject) the innovation, initial use of the innovation to test it, and continued use of the innovation. The factors that influence the writers' adoption of the innovation have also been identified namely relative advantage, compatibility, complexity, triability, and observability.

ABSTRACTS

Pwede, Pero Depende": Unpacking Higher Education Professors' Dilemmas in Plagiarism, Cheating, and use of AI

JOANA MARIE S. DELOS REYES
National University Fairview

The purpose of this phenomenological study is to investigate the lived experiences of higher education professors in state universities and colleges (SUCs) in Metro Manila with regard to plagiarism, cheating, and the use of artificial intelligence (AI) in academic contexts. In an age dominated by artificial intelligence and digital communication, the goals of this study were to look into the principles and ethics that guide educators in confronting these issues, as well as discover the emerging strategies they use to maintain academic integrity. Data were gathered through in-depth interviews with 20 higher education teachers using a qualitative phenomenological technique. The findings reflect a rich tapestry of experiences in which educators wrestle with the ethical quandaries offered by the rise of AI tools that encourage plagiarism and cheating. Professors articulated concern about students' moral compass degradation, highlighting the significance of instilling ethical ideals in the educational system. The study additionally sheds light on the innovative tactics academics are using to combat the detrimental influence of AI on academic integrity, such as individualized evaluations, interactive teaching approaches, and digital literacy courses. Finally, this study emphasizes the vital importance of an ethical framework in navigating the nexus of AI, communication, and media education in the Philippines. It emphasizes the critical need for educators to instill in children the principles of integrity, honesty, and responsible technology use, thereby influencing the future of education in an AI-driven society.

ABSTRACTS

Business Management Students' Perspective on the Usability of Online Grammar Checkers: An Intervention to Enhance Grammatical Skills

ROLANDO SANTIAGO, Jr.
Cavite State University

Data collected were analyzed using percentage and frequency distribution through IBM SPSS computer application to measure the online grammar checkers that the respondents used. The same application was also used to know the weighted mean and help to determine the effectiveness of online grammar checkers to the respondents in terms of accuracy, usability and accessibility. The scale values, assigned weight, and verbal interpretation. Results showed that an online grammar checker called "Grammarly" was the most prominent and most used application among. Also, most errors encountered by an online grammar checkers are "Fragment or Missing Commas". The result further indicated from the weighted mean that the online checker was slightly effective (2.19) in achieving accuracy in grammar. Also, usage of the tool was found to be effective (1.76). In terms of accessibility, the result showed that the tool was slightly effective (2.08). This study also found out that there is no significant different between the demographic profile of the respondents and the effectiveness of online grammar checkers in terms of Accuracy, Usability and Accessibility.

ChatGPT in Academic Research: Exploring Technological Benefits, Risks and Students' Need Satisfaction

GLYCELL C. MONDIDO
SAKAJAWEA L. SALAPANTAN, JESSEL MAE M. LAUREL, INA C. PAHAY, ADRIANE E. SULITA, BETHANY B. GUALBERTO
University of Science and Technology of Southern Philippines – CDO

The advent of Chat Generative Pre-trained Transformer (ChatGPT), developed by OpenAI, has revolutionized how artificial intelligence interacts with individuals and its potential impact on academic research. ChatGPT offers automated text generation and natural language processing, streamlining the academic writing process, data analysis, and recommendations, making research more efficient. It can also assist students in their academic endeavors, providing a centralized source for knowledge, questions, and quick feedback. The study investigated the needs, benefits, and risks of ChatGPT usage among students at the University of Science and Technology of Southern Philippines – Cagayan de Oro (USTP-CDO). It categorized the student-respondents based on their adoption of technology and aimed to explore the dimensions of students' needs satisfaction, including cognitive, affective, personal integrative, social integrative, and tension-release needs. Descriptive design was utilized in the study.

ABSTRACTS

Utilizing Infographics for Climate Change Awareness: An Educational Intervention Targeting Student Journalists of The Farm at Cebu Technological University

MAURICE JITTY M. VILLAESTER
University of the Philippines Cebu

Climate change, a pressing issue affecting our existence and way of living, intersects with many societal challenges, including poverty, food security, and public health. Recognizing the importance of empowering future student leaders with the knowledge to confront this complex problem, the researcher created an infographic specifically targeting the members of The Farm, the official student publication of Cebu Technological University (CTU) - Barili Campus. The infographic was designed with three primary objectives:
- Define climate change and its specific impact on the CTU - Barili Campus community;
- Identify the distinct climate-related issues occurring within the CTU - Barili locale;
- Propose potential strategies to mitigate the immediate effects of climate change in the CTU - Barili community.

The involvement of student publication members in the dialogue on climate change holds particular significance for the CTU - Barili community. Their influential platform can help shape readers' perceptions of the issue, fostering greater understanding and action. The infographic underwent evaluation by the students using a methodology crafted by Siricharoen & Siricharoen (2015). The assessment revealed that it met nearly all of the expected criteria, save for the aesthetics, which the researcher acknowledged as an area for improvement. The project's success in achieving its science communication objectives emphasizes the potential of targeted educational materials in mobilizing young leaders to address critical global challenges like climate change.

ABSTRACTS

Factors Influencing Ilokano Journalists in Reporting In-depth Climate Change Stories

EDMAR M. DELOS SANTOS, MYRA CASTILLO EUGENIA

Mariano Marcos State University

There is a lack of in-depth coverage on climate change in the Philippines, especially at the local level. This study aims to explore the level of awareness of Ilokano journalists on climate change and the factors that affect their extensive reportage at different levels of influences, as well as how these issues be addressed based on their recommendations. Seven Ilokano journalists, which are either a part of the top management level or a climate reporter in their media organization, participated in the survey and interviews. It was revealed that journalists are aware of the issue of climate change. Although, using the lens Hierarchy of Influences Model by Stephen Reese and Pamela Shoemaker (1996), it was found that there are various factors that affect their reportage at different levels even if they have knowledge on the status quo: relying on accessible information and it is complicated to discuss to the audience (individual); availability of experts/interviewees and accustomed to reporting it at times of disasters (routines); climate change stories are commercialized most of the time and they are understaffed (organizational); and, their audiences' low levels of perception and interest, as well as lack of government press releases (social institutions) about the issue. To address these factors, it was recommended by the respondents that they must research, reach out to experts, establish style guides, do editorials on climate change, attend a data-gathering event, recognition by media organization of their reportage, reminded of their corporate social responsibility, encourage the audience to practice citizen journalism, assert editorial independence, humanize their stories, and the need of consistent information dissemination from concerned authorities.

ABSTRACTS

Analysis of Digital Information Disorders in the Crises Response Efforts of the Bohol Provincial Government

SOCORRO ANNE R. ZALUAGA, JUDY MADURA, DENISE CLARIN, FELMAR FIEL
Holy Name University-Tagbilaran City, Bohol

The study tracked and analyzed digital information disorders, namely; disinformation, misinformation, and malinformation concerning the crises response efforts of the Bohol Provincial Government (PGBh). This study interviewed five identified sharers of the posts of any information disorders and two key informants of PGBh.

The crises tracked in the social media contents particularly in Facebook platform related to response efforts of PGBh are poverty, Typhoon Odette, bridge collapse, limited water and electricity supply, expensive tourist fees, and high price of basic commodities. These posts were analyzed thoroughly using the matrix of Wardle and Derakshan (2017). Among the information disorders, the results show that most of the posts are disinformation. The study revealed that the posts that were tracked had the intention to deceive and that Boholanos do not give enough time to verify the posts. The study recommends that social media users should give time to verify the authenticity of the posts, especially those which belong to dubious accounts. A fact-checking program is also proposed in order to protect Boholanos from being victims of information disorders.

ABSTRACTS

Situational Crisis Communication: Assessing Cagayan de Oro Local Government's Response Strategies and Health Information Dissemination During COVID-19 Pandemic

MARIA DOREEN CUEVAS-RANADA, ANGELI PIZARRO-MONSANTO, AND PHOEBE MAE A. JUANICO
University of Science and Technology of Southern Philippines - Cagayan de Oro

The focus of this research is to explore the effectiveness of crisis communication efforts implemented by the LGU of Cagayan de Oro. This study also aimed to assess Cagayan de Oro LGU's Situational Crisis Communication on their process of handling the COVID-19 in the city from the crisis managers down to the citizens; to recommend changes and/or development if policies, strategies, and regulations on Cagayan de Oro's Crisis Communication; and to identify the benefits to carry on these practices for future purposes. Descriptive qualitative approach was utilized, and data were obtained from the crisis managers in charge in the City Information Office, City Health Insurance Office, and the office of the former City Mayor Oscar Moreno of Cagayan de Oro Cit. Through a series of in depth interviews with the participants from the LGU including former mayor Oscar Moreno the study found that the LGU of Cagayan de Oro implemented a crisis communication process called IMT (Incident Management Team). The study also found that the CDO-LGU readiness to respond to a crisis as critical as a health pandemic helped increase the public's sense of understanding and awareness of COVID-19 as a crisis and strongly encouraged them to take action. The study recommends that future researchers conduct further research on how the local government unit should enhance strategies particularly on means and ways to disseminate information related to health crises. Moreover, this study can be used by the LGU to institutionalize the designation of more Health Information Officers than the status quo.

ABSTRACTS

Paglaum sa Pandemya: Exploring the Persuasive Potential of Hope Appeal in Pandemic Radio Broadcast Narratives of Spirit FM Davao's Inspirational Talk Show

JULIUS NEIL A. PIALA
University of the Philippines Mindanao

The COVID-19 pandemic has paved the way towards a more contemporary and audience-sensitive creative executions styles in radio broadcast storytelling. With discourses anchored on resilient post-pandemic recovery, radio stations in the Philippines, particularly those with niche target audiences have modified their production approaches in designing timely and relevant media contents. Factoring in the socio-cultural and socio-political messaging trends in the recent years brought about the challenges faced by the different sectors in the nation, it is imperative to ascertain the rhetorical capacity of message appeals and strategies in the context of pandemic response, recovery, and resilience. This paper aims to examine the use of hope appeal-centric messages and their persuasive potential in personal narratives embedded in an inspirational talk radio program of Spirit FM 89.9 Davao during the COVID-19 pandemic. Specifically, this paper seeks (1) to identify the different forms of pandemic narratives with hope, as a form of emotional appeal, is employed as a message strategy, (2) to investigate how hope-oriented radio broadcast episodes aid in shaping an enabling environment for resilient post-pandemic recovery. Maximizing the constructs from Chadwick's (2015) Persuasive Hope Theory, this practice-led research through the case study method analyzed twenty (25) radio broadcast transcripts from the episodes of Blessed: Stories of Blessings aired in the Southern Mindanao region via cross-media production (i.e. FM radio and Facebook livestreaming) from the height of the pandemic until the so-called "new normal" (2021 – 2023). With a coding framework adapted from the Complete Classification Matrix of Hope (Pleeging, van Exel, & Burger, 2022) and the Filipino Communicative Behavior (Lacson, 2001), a poststructuralist critical rhetorical analysis is conducted. Considering the role of program guests as rhetors and the producer/host of the talk show as a co-rhetor, the findings of this study are poised to deepen the understanding of the role of rhetorical personas in radio broadcast episodes given the varied lived experiences and expertise being amplified. Consequently, persuasion outcomes, including perception, attitudinal and behavioral changes, may vary as aspirational and instructional messages are packaged in a live discourse on radio to influence individual resilience and social thriving. Moreover, salient implications on the production and creative development of radio interviews and live talk shows are positioned to contribute in crafting a radio programming framework beneficial in the formation of a value-laden and a more pragmatic approach in radio rhetorics and conversations in the Philippine setting.

ABSTRACTS

The Impact of the De La Salle Brothers' Communication Activities from their Leni-Kiko Endorsement on De La Salle University–Dasmariñas Students' Political Astuteness

DR. MARIA NORNELYN L. CACHUELA, SOFIA ANDREA D. BALDONADO, FRANCHESKA C. GRIÑO, MADRIELLA DENISE, ALLISON L. MENDOZA
De La Salle University–Dasmariñas

Political organizations, such as political parties, pressure groups, and public organizations, play a crucial role in political and persuasive communication by serving as message senders with the aim of impacting the political perspectives of receivers. Understanding the dynamics of political communication is crucial for both political organizations and individuals seeking to engage in informed and meaningful political discourse. In the context of the Philippines, the political astuteness of the Filipino youth is characterized by their political awareness, advocacy, involvement in political activities, and political self-efficacy. These factors influence their attitudes and behaviors towards political and persuasive communication. Given this context, the focus of this study is on the impact of the endorsement by the De La Salle (DLS) Brothers on the political astuteness of the students. To conduct the study, non-probability sampling, specifically maximum variation sampling or purposive sampling, was utilized to gather respondents and collect the required data. The researchers administered an online survey questionnaire to a group of 386 students studying at De La Salle University-Dasmariñas (DLSU-D). By employing a combination of the Modified Schematic Model and Social Judgement Theory, the researchers analyzed the production, content, and impact of the communication activities related to the Leni-Kiko endorsement by the DLS Brothers on the students' political astuteness. The findings of the study revealed that the communication activities stemming from the political endorsement by the DLS Brothers had a significant impact on the political astuteness of the DLSU-D students, particularly in terms of their political awareness, advocacy, involvement in political activities, and political self-efficacy. This suggests that religious groups and educational institutions, such as the DLS Brothers and DLSU-D, play a vital role in bridging the literature gap by taking a stance on political matters and educating young Filipinos to voice their political stances. Therefore, the study contributed to the understanding of political communication by highlighting the influence of political endorsements by religious and educational institutions on the political astuteness of Filipino youth. The findings emphasize the importance of such endorsements in shaping the attitudes and behaviors of students, paving the way for informed and active political participation. By shedding light on this topic, the study encourages further research and discourse on the role of various organizations and certain messages in political communication and their impact on the political engagement of young individuals.

ABSTRACTS

Political Information-Seeking Behavior of Rural Farmers in Brgy. Bilog-Bilog, Tanauan City, Batangas, Philippines

JASPER CHRISTIAN L. MARALIT
Batangas State University

Information is a powerful tool to make an informed decision. This study identified the political information-seeking behavior of rural farmers by analyzing their information needs, sources of information, and challenges experienced when they sought information during the 2022 national and local election. It employed descriptive research in a narrative approach and utilized focus group discussion to gather the necessary data among purposively selected rural farmers in Brgy. Bilog-Bilog, Tanauan City, Batangas. The study found out the information needed by rural farmers before casting their vote, such as information on political candidate platforms, track records and credentials, and political background. Furthermore, Facebook, television, radio flyers, newspapers, meeting de avance, political rallies, and interpersonal communication with

the political candidate and coordinator constituted the most available, accessible, and used sources in their information seeking. As such, different challenges were experienced by the rural farmers when they sought this information, which included narrow-mindedness, personal issues, fake news, an unstable internet connection, and frequent power outages. After analyzing the information need, sources of political information, and challenges experienced, the information-seeking behavior of rural farmers ranged from browsing Facebook, listening to gossip, watching television, listening to the radio, personal interaction with the political candidate, everyday interaction and conversation with the political coordinator, receiving and reading printed materials, attending meeting de avance, rallies, and house-to-house visits of political sorties.

Rural farmers need political information to make a sound and informed decision before voting, as the political system tremendously influences how they operate in the agricultural sector.

ABSTRACTS

Digital Repression On Facebook After The 2022 Elections And Its Effects On The Young Adults Of Cavite

AIRA PATRICIA G. MAH, ARRIANE JOYCE L. PEREZ
De La Salle University–Dasmariñas

People learning to utilize social media as platforms to discuss politics have become a crucial element in the phenomenon of controlling freedom of speech in civic spaces, especially in highly interactive platforms. In this study, the researchers investigate the effects of digital repression on Facebook on the young adults of Cavite after the 2022 Philippine elections. The researchers used Social Judgment Theory and Psychological Reactance Theory as the framework for this study. Furthermore, the researchers also utilized quantitative research design in the study. Findings reveal that there is indeed an effect on how young adults respond to digital repression they witnessed and experienced on Facebook. The most common types of digital repression experienced by young adults in Cavite were state disinformation and surveillance, while state disinformation and persecution of online users were the most commonly witnessed forms of digital repression among the young adults of Cavite. As a result, this negatively affected how young adults communicate their political stances, opinions, and/or grievances in public spaces like Facebook. The young adults of Cavite are angered and saddened by the occurring digital repression, thus expressing a desire to address the issue of digital repression happening on Facebook, however, their experiences of being harassed over their political stances hinder them from speaking out and they choose to stay silent instead. Researchers recommend a stricter enforcement of policies that would keep online users safe from harassment when sharing their political opinions online, a stronger implementation of media literacy among online users, investigating other platforms such as Twitter and TikTok where the youth are also active in engaging in political discussions, and for future researchers to explore different factors that can also affect the willingness of the young adults to speak up in front of digital repression by using a qualitative approach and deepening the discussion on the matter by utilizing the Spiral of Silence Theory by Noelle-Neumann.

ABSTRACTS

#ElBolzico and His Instagram Magnifico: A Rhetorical Analysis on the Brand Endorsement Communication Strategies Utilized by Nico Bolzico on Instagram

LEANN GRAYCE A. DIGA, PATRICIA VIELLE B. MARPA
De La Salle University-Dasmariñas

Instagram has evolved into a key platform that celebrities use to endorse brands through various communication means. Nico Bolzico is an Argentinian businessman and content producer, regarded as an influential personality in the Philippines, who engages in brand endorsements with the employment of certain techniques. This study analyzed the brand endorsement communication strategies utilized by Nico Bolzico on Instagram. Through Aristotle's Rhetorical Theory, the paper examined how logos, ethos, and pathos appeal are specifically demonstrated in the promotion of brands by the Argentinian celebrity. Logos can be used by promoting benefits and providing factual information on the product. Nico Bolzico highlights the logos appeal through the utilization of reason, examples, facts, and use of literal analogies Ethos can be displayed by being a relatable speaker who incorporates personal experiences, skills, and abilities in a confident manner. This appeal is demonstrated through Nico Bolzico's confidence in delivery, introducing personal experiences, relatability, competence, sincerity, being knowledgeable/well-informed, straightforwardness, gentleness, welfare for others, as well as recognizing his expertise and reputation. Pathos can be shown by performing roleplays that elicit laughter, usage of jokes, and inclusion of sounds that are contextually appropriate. Nico Bolzico incorporates the emotions of fun, humor, amusement, fear, frustration, sarcasm, pride, happiness, compassion, love, and empathy in his Instagram content. Although the Rhetorical Triangle is still relevant in executing modern-day advertising practices, the significance and utilization of the three rhetorical appeals may vary depending on the context and purpose of the message conveyed. Furthermore, despite the notion that certain appeals may be more prevalent or effective in certain contexts, a strategically crafted and well-rounded persuasive argument generally encompasses elements of all three appeals as stated by Aristotle—ethos, pathos, and logos. It is recommended that future researchers continue to explore the study of Rhetoric, whether it may focus on the sender, message, or audience.

ABSTRACTS

Communication Strategies of Urdaneta Barangay Council in Information Dissemination

GWYNNETH B. BABAGAY, BASCONCILLO, NARAG, TAMAYO, PACANZA, BARROGA
UCU Affiliation

In this study, communication strategies are the framework within the organization that conveys and receives information. The study aims to identify the various communication channels and techniques used by the council to disseminate information to the residents of Urdaneta Barangay. Additionally, it seeks to evaluate the effectiveness of these strategies in reaching the target audience and achieving the desired outcomes. The study utilized the descriptive method as its research strategy. The respondents were the 34 Punong Barangays of Urdaneta City. This study was conducted in different barangays in Urdaneta City, covering the fiscal year 2022-2023. The researchers utilized an instrument in the form of a checklist questionnaire. The findings of this study revealed that the Urdaneta Barangay Council employs a variety of communication strategies to disseminate information effectively. The Punong Barangay utilizes both traditional and modern communication channels, including interpersonal or face-to-face communication, print materials, and new media. These channels are strategically selected based on their reach and accessibility to different segments of the barangay population. Based on the findings, most respondents are male Punong Barangay, and the least are female compared to the former. The respondents of this research study considered themselves as 'Highly Satisfied' with using face-to-face information with the needed people in their respective barangays. The respondents are also 'Highly Satisfied' with using print materials to disseminate information to the required people in their respective barangays. On the other hand, the respondents were only 'Satisfied' with using new media to inform the constituents and community. The study concludes that the Urdaneta Barangay Council's communication strategies have been effective in reaching its objectives of disseminating information to constituents and the people of the community. The use of multiple channels and emphasis on two-way communication have facilitated better understanding and engagement among community members. However, there is still room for improvement in terms of utilizing emerging technologies and digital platforms to enhance information dissemination.

ABSTRACTS

Narratives of Campus Publication Advisers in the Post-Pandemic Times: Challenges, Adaptations, and Student Engagement

ALVIN V. ADVINCULA
[Publication Coordinator]

The COVID-19 pandemic caused an unprecedented disruption in academic activities, including campus journalism-related activities. After more than two-year hiatus from in-person activities, the remarkable return of the National Schools Press Conference (Elementary and Secondary) held at Cagayan De Oro City, welcomes delegates from all across the country to showcase their exceptional abilities and aptitudes in press and journalism field. However, the road to the prestigious nationwide journalism tilt was never easy, thus this research study explores the narratives of campus publication advisers in one of the districts in the province of Leyte, Philippines, focusing on the challenges they faced, the adaptations they made, and the strategies employed to maintain student engagement.The qualitative research design and narrative inquiry approach to gather insights from publication advisers representing diverse institutions and publication types narrating their challenges, adaptations and mechanisms employed to maintain student engagement. Moreover, purposive convenient sampling was used to select the participants with the inclusion criteria of campus publication advisers with experience level exceeding five (5) years. Using Clandinin & Connelly (2000) in analyzing the data results revealed that a multi-dimensional view of the experiences of these advisers during the post-pandemic period, shedding light on the following key themes: 1) Technological Adaptations, 2) Challenges in Student Engagement, 3) Content Diversification and Responsiveness, 4) Impact on Publication Production, 5) Sustaining Professional Development. In conclusion, the narratives of campus publication advisers in the post-pandemic times underscore the resilience, adaptability, and dedication of these professionals in guiding their teams through challenging times. Their experiences offer valuable lessons for educational institutions, highlighting the importance of digital preparedness, mental health support, and fostering a strong sense of community within student organizations. As the world continues to evolve, these insights will undoubtedly shape the future of campus publications and the roles of their advisers.

ABSTRACTS

Utilization of Video Module Explainer in Teaching Empowerment Technologies

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Nueva Vizcaya State University

This study explored the utilization of Video Module Explainers in teaching Empowerment Technologies to Senior High School Learners and its relationship to their learning styles and study habits. The paper assessed the achievement levels and significant difference of students who utilized Blended Learning (Video Module Explainers) and Modular Learning. It determined if the results had an interaction effect with the learners' dominant learning styles and study habits. It also ascertained the experiences of the students in learning the subject through Video Module Explainers. The study employed the descriptive-correlational research design to determine the achievement level, learning styles and study habits. The findings pointed out that most of the Grade 11 students have basic achievement level in Webpage designing, are visual learners, and focus on attitude in their study habits. There was a significant difference between the achievement level of Grade 11 students who used the ADM Module and Explainers and Modular Learning in Webpage Designing. There was also an interaction effect between the students' achievement levels and their learning styles and study habits. Most of the students found the ADM Module Explainers engaging and interactive.

ABSTRACTS

The Rise of Vlogging: A Narrative Research on the Lived Experiences of Vloggers in Pangasinan

ENGELBERT L. ROQUE, LAARNI MARIE N. PAGADUAN AND GENEREV KAYE DUQUE
Urdaneta City University

Youtube has become an intelligent way to engage its audiences and uplift its social media game, In Pangasinan, different vloggers do much content, highlighting tourist spots, foods, days in life, college content, and make-up. This makes them adopt technological advancement even when they are in a province. In addition, Pangasinan is ready for commercialization and keeping up with modernization. Previous research discovered some relevance of vlogs, such as developing an efficient tool to enhance self-efficacy. The objective of this study is to provide insights into the unique perspectives and practices of vloggers, as well as to identify the trends and developments in the field of online content creation. Data collected which is the narrative from the target participants was subjected to observation and transcription. Computer-assisted qualitative data analysis software was used to analyze the data that's been gathered. The themes were validated and checked by an expert quality researcher that is suitable to represent the collected data for better analysis, a third application is involved in the process. Contrary to what has been assumed, vlogging has revolutionized the way we consume media, with viewers now having the ability to access content on demand and follow their favorite creators on various social media platforms. It has also paved the way for a new genre of content creators, who have become celebrities in their own right, often referred to as "influencers". The rise of vlogging has become a popular form of entertainment with many viewers tuning in regularly to watch their favorite vloggers and engage with their content. It has become a significant part of the digital media landscape and is continuously evolving as a medium. Overall, vlogging had a substantial impact on the way we create, consume, and share content, and its influence is only set to grow further.

ABSTRACTS

PAG-uusap: Information Flow Between the Council of Presidents (COPS) of the DLSU-D Performing Arts Group (PAG) and their Respective Members in the Hybrid Setup

FREYA MAE M. HERNANDEZ, PATRICK JOSHUA SARMIENTO
De La Salle University – Dasmarinas

With the DLSU-D's implementation of the hybrid setup, student organizations like the DLSU-D Performing Arts Group have been greatly affected with this sudden shift leaving them a major adjustment in terms of their organizational communication. Previous studies have focused on student organizations under the full online setup and pre-pandemic environment, however, little to no studies have tackled about the organizational communication of university-based organizations under the hybrid setup. Backed by the Cybernetic Tradition and application of Karl Weick's Theory of organizing, the researchers used both qualitative and quantitative approach to extract data describing the information flow between the Council of Presidents of the DLSU-D PAG and their respective members in the hybrid setup. The results revealed that assertive and informal communication are most commonly practiced in DLSU-D PAG and online mode of communication is most predominantly utilized under the university's hybrid setup.

ABSTRACTS

Exploring the Lived Experiences of Mansplaining Among Women Academics in a Tertiary University in Cagayan de Oro City

DOMINIC D. YASAY
University of the Philippines Cebu

This study aims to explore the experiences of women faculty members who have encountered mansplaining in a tertiary university in Cagayan de Oro City. To understand these experiences, the researchers used a descriptive phenomenological method adapted from Colaizzi (1978). They analyzed interview transcripts to identify significant statements and then grouped them into common themes, resulting in four emergent themes that capture the essence of the participants' encounters with mansplaining at the university. In academia, mansplaining takes various forms, such as male superiors doubting women's actions and expertise via email or blatantly interrupting and disregarding them during virtual meetings. This behavior undermines the value of women's knowledge and achievements, regardless of their expertise and hard work, leading to feelings of being undervalued and insignificant in the workplace. Consequently, these experiences affect their motivation to excel in their academic pursuits and limit their active engagement and contributions. Moreover, being mansplained to can lead to self-doubt, causing women to question their abilities, career choices, and overall realities. While mansplaining is a gendered phenomenon where overconfident men silence and talk over women, the participants in the study did not solely attribute this behavior to their gender. Instead, they emphasized the importance of clear policies outlining their roles and responsibilities and granting them the freedom to voice their ideas and assert their expertise, even if their opinions differ from those of male colleagues. Creating an inclusive academic environment that values diverse perspectives can help reduce the prevalence of mansplaining in academia. The study's outcomes provide a comprehensive representation of the lived experiences of women faculty members facing mansplaining, contributing to the ongoing discourse on gendered phenomena within academic settings. By shedding light on this prevalent issue, the research advocates for a more equitable and supportive environment where women can confidently showcase their talents and contributions without gender-based discrimination hindering them. The research underscores the significance of supportive mentors and colleagues who believe in women's capabilities and strengths, encouraging them to maintain exceptional performance despite facing gender inequalities. Promoting a culture of respect, openness, and empowerment within universities can foster an environment that nurtures the growth and success of all faculty members, irrespective of their gender. In conclusion, this study offers valuable insights into gender dynamics in academia and provides actionable recommendations to create an inclusive academic environment that is free from the constraints of mansplaining.

ABSTRACTS

Defending Women Journalists from Threats and Intimidation
ABIGAIL GOMEZ
Cavite State University, Philippines

Despite the studies on defending journalism and coming up with various practices to protect journalists, still, the Philippines ranked as the third worst country in impunity versus journalists in the 2016 Global Impunity Index released by the Committee to Protect Journalists. In 2017, it ranked fifth in the same impunity index. The rankings show that the number of threats against journalists remains significant. This study deals with both quantitative and qualitative approaches to determine the threats and intimidations that selected women journalists of print media face and provide a course of actions which media companies may use in order to at least lower the ranking of the country in the impunity index.

Results reveal that the most common threats and intimidations received by the women journalists in line for doing their duty are: blackmailing from sources, threats of physical violence, and public humiliation/ threats to humiliate (even in online platforms). Likewise, women journalists prove that they experience forms of harassment like receiving offers of sexual favors from their sources and employers in exchange for promotion and information privileges. In order to address these issues, corrective, preventive, and developmental actions are proposed to be implemented in respective media companies. Among these, the formation of a gender and development unit, ethics investigation committee, and local cybercrime division in the company are considered the most acceptable and feasible actions for the women journalists.

ABSTRACTS

Students' Disclosure of Mental Health Concerns to a Faculty through Computer-Mediated Communication
HANNAH EDEN A. OBLIGAR, Prof. KAREN JOYCE G. CAYAMANDA, PhD.
University of the Philippines Mindanao

Communication between the students and faculty is essential much more during the remote learning setup where the absence of physical interaction hinders one from making observations of the other's conditions. Knowing the students' conditions, especially during these trying times, helps the faculty manage the course effectively and efficiently and assist them with their needs. It is when students disclose that this would be possible. Using qualitative exploratory research, the study explored the process of student disclosure of MHCs to a faculty in the context of computer-mediated communication. The researcher used the Communication Privacy Management Theory of Sandra Petronio and the Hyperpersonal Model of Joseph Walther as the guiding theories of the study. Nine (9) students and three (3) faculty members participated in the focus group discussion and key informant interview, respectively. The study used a thematic analysis to identify recurring codes and themes from the responses of the student participants. Results showed that students' privacy rules and privacy boundary coordination with the faculty influence (non)disclosure of MHCs to the latter. Culture, motivation, context, and risk/benefit ratio are the criteria that influence their privacy rules. Meanwhile, students perceive their relationship with faculty as formal, thus, affecting the way they communicate with the latter. The results also revealed the good and bad impressions in communicating with a faculty in CMC based on their experiences.

ABSTRACTS

Assessment of the Effectiveness of the LoveYourself Cebu Facebook Posts in Promoting HIV Awareness

MAURICE JITTY M. VILLAESTER
University of the Philippines Cebu

The Philippines has faced a growing challenge since the first detection of the Human Immunodeficiency Virus (HIV) in January 1984 (Department of Health Epidemiology Bureau, 2021). The infection rate of this deadly disease continues to rise, particularly among marginalized and vulnerable populations. Responding to this crisis, organizations such as LoveYourself Inc. have committed to raising awareness of HIV, its dangers, and available treatments. LoveYourself, founded in 2011, consists of volunteers who promote self-love and joy through their motto: to DARE, CARE, and SHARE oneself (LoveYourself Inc., n.d.). They have initiated programs to assist People Living with HIV (PLHIVs) and those at risk, including HIV testing, health caravans, and support for transgender health and mental well-being. Through social media channels, especially its Facebook page, LoveYourself actively disseminates information about HIV awareness, prevention, and treatment in the Visayas region, focusing on Cebu. This research employs social construction theory and a mixed-method approach to examine how LoveYourself Cebu's messages are perceived by audiences. It seeks to pinpoint key messages about HIV in their social media posts and investigate the potential impact of these messages on the public's understanding of HIV. By analyzing the content and its effects, the study contributes valuable insights into effective communication strategies for HIV awareness and prevention in targeted communities. (This paper is a work in progress.)

ABSTRACTS

Walay Nuno sa Syudad: A Practice-led Exploration on depicting Women's Rape trauma thruogh a Screenplay and Storyboard for an Advocacy Short Film

BRYAN R. REALGO

Mariano Marcos State University

Establishing an identity is anchored on how one's culture is appreciated, understood, and preserved or cultural heritage through communication. Cultural heritage is part of what people are. It is a testament to the past human existence that defines the present and the future. Guided by the concepts of cultural heritage and communication, 17 participants involved in communicating cultural heritage and residents of Vigan City, a renowned UNESCO World Heritage Site participated in in-depth interviews to document their narratives on their becoming a Bigueňo. Findings led towards the development of a theory on cultural heritage communication (CHC) through the rigors of Kathy Charmaz' constructivist grounded theory. The theorizing revealed that Kinasiasino ti Bigueňo or the becoming of a Bigueňo identity, is the core of cultural heritage communication. CHC explains that cultural heritage symbolizes the becoming of individual identities. Thus, cultural heritage is not only regarded as inherited old structures (tangible) and practices (intangible) but the development of one's persona. Findings also revealed that through panangiburay (knowledge sharing), tungtongan (dialogue), panangital-o (promotion), panagsukisok (research), panangiyallatiw (education), artisko a panangiyebkas (artistic expression), and pannakisarsarita (continual communicative experience), cultural heritage communication allows individuals and communities to shape their image and how this is exude in public. Hence, as originally defined in this study, the Cultural Heritage Communication Theory is the process of completely and accurately exchanging information and knowledge through multi-approaches using various channels for different stakeholders to understand, appreciate, and preserve cultural heritage that is significant in inculcating one's identity relevant to the development of a nation.

ABSTRACTS

Depicting Women's Rape Trauma Through Advocacy Short Films
EDWIN DAVID J. PRIETE
University of the Philippines Mindanao

Rape is a universal problem that needs to be addressed. In the Philippines alone, rape reports range between 9,910 in 2014 and 3,016 during COVID-19 lockdowns in 2020. However, it is estimated that only 6% of rape incidents in the country are ever reported. It does not help that popular films highlight victim-blaming and trauma minimization as common belief systems associated with underreported rape cases. Films that seek to address these beliefs typically rely on violent rape depictions to prompt empathetic responses from audiences, but these rape scenes mired in sexually arousing undertones can cause more harm than good. This practice-led research seeks to reframe rape narratives in films by moving away from problematic rape depictions and focusing instead on the traumatic effects that rape has on female victim survivors. Using Culturally Inclusive Ecological Model of Sexual Assault Recovery (CIEMSAR) as framework, my design process started with (1) a thematic analysis of Key Informant Interviews (KIIs) with experts & professionals involved in post-rape care, complemented by (2) an archival analysis of related literature. The model served as the empirical basis for producing a (1) screenplay and (2) storyboard for an advocacy short film that depicts women's post-rape narratives as they cope with rape trauma. The study found that (1) there are numerous social, cultural, and political factors involved in rape trauma adjustment, (2) short films can depict the complexities of women's rape trauma experiences through feminist filmmaking techniques, (3) both narrative and thematic film elements can work together to (4) produce ideal comprehension and affective responses on audiences, and (5) the filmmaker must understand the many dimensions of a social issue to effectively convey them through advocacy films. These findings have implications for communication and media studies, trauma studies, feminist and gender-sensitive media representation, and filmmaking as both research and creative practice.

ABSTRACTS

Social Opportunities and Digitized Communication of Ilokano Genshin Impact Players
CRISDENIELE H. CLEMENTE, BRYAN R. REALGO
Mariano Marcos State University

Genshin Impact (GI) became a global trend for online gaming culture in 2020. Many players greatly value it because of what it offers to their community. This study was conducted to understand the social interactions and communicative practices of Ilokano players of Genshin Impact. Guided by the concepts of the ethnomethodology tradition of qualitative communication research, 6 GI players participated in in-depth interviews and virtual immersion to document their narratives and practices on their social interactions and communicative practices. The theorizing evinced that social opportunities is the achievement in playing GI that is comprised of six sub-themes which include: (1) Virtual Amity; (2) Virtual Emotional Sharing; (3) Introvert Friendly; (4) Cross-Cultural Virtual Encounters; (5) Otaku Community; (6) Third-place. Meanwhile, digitalized communication emerged as the core category describing the communicative practices of GI players that consists of four sub-themes which include: (1) Discord (Extension of CMC); (2) Meta (Extension of CMC); (3) Genshin Impact Emojis; (4) Face-to-Face. Hence, this theorizing revealed that playing Genshin Impact provided social opportunities and digitalized communication, improving GI players' social lives.

ABSTRACTS

"AI NAKU!" : THE PERCEPTION OF FILIPINO MEDIA PRACTITIONERS ON THE EMERGENCE OF ARTIFICIAL INTELLIGENCE IN NEWSROOMS

OLIVE MAE A. PALLASIGUE
Polytechnic University of the Philippines - Open University Manila

This study explores and analyzes the perception of media practitioners in the Philippines regarding the emergence of artificial intelligence in newsrooms. This study sought to provide valuable insights into how media professionals perceive the integration of AI in their work fields. Shedding light to the opportunities, challenges, and ethical considerations associated with its implementation has become a subject of great interest and debate. This study adopts a qualitative approach, utilizing in-depth interviews as the primary data collection method.

The selection of the sample includes media practitioners such as journalists, editors, producers, and newsroom managers from different news media organizations across the Philippines. A purposive sampling technique ensures the representation of various media outlets and roles. Their interviews revealed their perception of the current use of AI technologies, how it may affect journalistic practices and their ethical and legal implications. This study focuses on the following key areas of interest: familiarity of media practitioners with AI technologies, perception of AI-assisted newsroom practices, and ethical concerns associated with their implementation in journalistic endeavors. Additionally, this research examines media practitioners' sentiments regarding the potential impact of AI on their professional roles, job security, and the quality of news content produced.

Thereafter, the data we transcribed, coded, and analyzed thematically were collected from interviews and focus group discussions to identify emerging patterns, themes, and perspectives. The organization of files is presented through narrative descriptions, direct quotations, and illustrative examples. The research findings provide valuable insights for media organizations, policymakers, and industry professionals, helping them make informed decisions about integrating AI technologies into their practices.

As this study instigates discussions on the social, ethical, and professional implications of AI in the media and journalism, it advances our understanding of the evolving role of technology in the field. In other words, our research contributes to the field by unraveling the multifaceted challenges and opportunities posed by the integration of AI into the Philippine media industry. It may possibly help build well-informed strategies and policies for the ethical and responsible use of AI while protecting the interests of media practitioners and aspiring professionals like us.

Keywords: Philippine Media, Artificial Intelligence, Media Practitioners, Philippine Newsrooms, Journalism

ABSTRACTS

Student Journalists' Challenges and Opportunities in Online Publications

Alyssa Ashley E. Opiana, Kristhine Mae DESAMITO, KYLA R. ADRIANO, IRISH WIECHEL F. TAN,   DANIELA MAE B. IDOS, ALYSSA JOYCE B. MAGCALAS
Urdaneta City University

In this study, the researchers conceived about the tertiary student journalists' challenges and opportunities in online publications. The study utilized a descriptive research method and a total population sampling scheme for 65 student journalists from Urdaneta City, Pangasinan enrolled during the Second Semester of the Academic Year 2022-2023. Based on the findings, the University-wide online publications in Urdaneta City are being dominated by women student journalists, mostly second and third-year students of a state university and beneficiaries of academic scholarships. Additionally, the respondents do not have any serious challenges in terms of online harassment, gender, and cybersecurity. However, the only challenge that is sometimes experienced by student journalists is self-censorship. Furthermore, student journalists have a positive outlook on the opportunities to manage their challenges. This includes the beneficial overview of their attended seminars, guidelines to protect their welfare, mentorship, community support, and access to resources that open opportunities. Moreover, the degree program of the student journalist is a factor on how they manage their cybersecurity. Taking courses related to digital literacy helps them learn the proper ways on how to protect themselves on the internet. Additionally, the institution of the student journalist affects their challenges as different environments offer different experiences and support. The frequency of the publications by the student journalists has a connection with their access to resources.

ABSTRACTS

Wanna Fact: Baby Boomer's Perception on Misinformation and Disinformation in Social Media

MEDEAN JUSTIN D. MEDINA, MARIA LUREMN GUILLERMO, CHRISTINE TABOLONG, JAN RUSSEL ALARCIO,
SHARMINE ESTOREL, AERON MARC PERU
Urdaneta City University Affiliation

In this study, the researchers conceived about the tertiary student journalists' challenges and opportunities in online publications. The study utilized a descriptive research method and a total population sampling scheme for 65 student journalists from Urdaneta City, Pangasinan enrolled during the Second Semester of the Academic Year 2022-2023. Based on the findings, the University-wide online publications in Urdaneta City are being dominated by women student journalists, mostly second and third-year students of a state university and beneficiaries of academic scholarships. Additionally, the respondents do not have any serious challenges in terms of online harassment, gender, and cybersecurity. However, the only challenge that is sometimes experienced by student journalists is self-censorship. Furthermore, student journalists have a positive outlook on the opportunities to manage their challenges. This includes the beneficial overview of their attended seminars, guidelines to protect their welfare, mentorship, community support, and access to resources that open opportunities. Moreover, the degree program of the student journalist is a factor on how they manage their cybersecurity. Taking courses related to digital literacy helps them learn the proper ways on how to protect themselves on the internet. Additionally, the institution of the student journalist affects their challenges as different environments offer different experiences and support. The frequency of the publications by the student journalists has a connection with their access to resources.

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Benguet State University (BSU)

Tam-awan Village Commercial Video
Jelly Rose D. Navaja and Ron Marc M. Maranan
Benguet State University (BSU)

Punla
Gian Rowelle G. Erenia and Charles B. Navarro
Laguna University

LNU Concert 2023
Catherine May C. Salinas, Alyssa Grace Diaz and Daniel Panis
Leyte Normal University

TCM Bootcamp
Mariel Melody L. Salvan, Darlene Shine H. Dabatian, Conie Danae P. Dablio and Vanessa Jane C. Roa
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ORGANIZING COMMITEE

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