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## MASS MEDIA: ITS IMPACT TO THE KNOWLEDGE LEVEL OF POLITICAL SCIENCE STUDENTS OF KALINGA STATE UNIVERSITY, PHILIPPINES

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**Abstract:** *The new millennium has brought new trends and movements that have profoundly touch the lives of people throughout the world. These changes make the world a global village, and people live in a world of globalization. These speeded interactions among people in the various parts of the globe precipitated the need for a lot of information. It is said that inventions change the way we live. Technology and the strong presence of mass media is a classic example of this and it has indeed changed our way of living.*

*The parallels between mass media and the education system are striking. It is becoming increasingly clear that it educates many people, thus by far a greater source of information about the world than textbooks or academics. In today's modern society, it is very evident therefore that many students are well abreast with the different mass media tools and there usages but as to how the usages of which affect their academic performance that varies. It is with this foremost reason, that this descriptive study has been realized in order to assess the impact of mass media to the knowledge level of political science students of Kalinga State University.*

*The study delved to determine the impact of mass media on the knowledge level of political science students as well as, to determine the extent of factors affecting the knowledge level of political science students. The study revealed that mass media have very high impact on the knowledge level of political science students. Also, the factors have much affected the knowledge level of political science students of KSU.*

**Keywords:** *Knowledge Level, Mass Media, Political Science*

### INTRODUCTION

Mass media is a means of communication that reaches a large number of people with a common message. It has firmly entrenched its roots in our life and now it is hard to survive without it in the modern age. It is often said that the world has become a global village. It is the media that has shrunk the world into the village. Telecommunication, television, radio



and computers have reduced distances and brought countries of the world closer to each other.

Media helps us to evaluate important burning issues and spreads awareness of current events. The society we live in is saturated with media. The effect that the media has on society also affects education in a very big way. The impact of mass media on the society can be cited in the following ways. Media has helped in the diffusion of education to the masses by spreading ideas, establishing common interests that help to spread enlightened culture.

Media plays a significant role in molding public opinion. It increases social awareness, encourages active participation of the individual to realize his duties and obligations, raises his standard of thinking and behavior. It is also a powerful means of public education. It has helped in eradicating illiteracy, increasing mass awareness on various social issues and equalizing educational opportunities.

Media covers a plethora of information that is accessible to all the different corners of the world. Today no one can be indifferent to the question of mass media and its effect. We need to handle the mass media wisely because depending upon the way the mass media is used, they can be tools not only for personal enrichment, but also national and international advancement and cohesion.

John Dewey stated that education could not be limited within teacher and taught without social environment. So mass media is one such potent force in the social environment of education. Through modern electronic techniques and technologies, mass media prove that education is, really comprehensive not confined within four walls of the classroom.

With the aid of mass media it helps students to develop important knowledge and social skills, and be active citizens who create and share content. At present, many students utilize mass media especially the used of internet and social media on a daily basis. As social media sites continue to grow in popularity it is believed that technology is a vital part of today's student success equation.

The widespread use of internet as a form of mass media to gather knowledge and information responds to the demands and requirements of their teachers. Students nowadays are practical in the sense that surfing over the internet have a greater edge of gaining more knowledge and information. Being aware and equip with the different forms



of mass media doesn't mean having good grades. What matters is they gain knowledge upon the usage of which.

Media provide huge information, they motivate students to speak and help them integrate listening, reading, talking and writing skills, through various kinds of activities. For example, with Power Point presentations used by students it helps them speak freely and organize ideas. Through Media Presentations there is more communication and collaboration among students, while working with the pages of a book is more individual, less collaborative and less interactive.

There is so much information available at the click of a mouse and students can exploit a piece of learning materials offered by various media in several different ways through analyzing, reading and generating ideas from a text in the newspaper or magazine, watching and discussing a TV program, classroom presentations, exercises and activities using various kinds of media.

Multimedia education is the integration of technology, computer and internet in education. Technology in Education has become the 'buzz' word in every educational environment. Media in education is important because it develops students' creativity. With the aid of media it enables students to develop critical thinking, analyzing and reflecting on their experiences while using various means of media. Students may go to the library and consult a lot of books and magazines for their researches, projects and other requirements as well as to the internet shop.

Media keep us informed about what is happening in the world, they extend our knowledge and deepen our understanding. Nowadays the information is abundant, it comes through different sources, but we should try how to benefit from this information, how to learn about specific issues, how to become aware of problems, opportunities and resources, how to find issues we are interested in, how to identify the issues that have impact on us.

Nowadays, we are living in a period of rapid technological changes, through internet we are now able to access thousands of materials to be use. Internet nowadays is considered to be the greatest innovation in Information Technology. The benefits and uses of the internet for education are growing. Internet can make education more attainable by more people. It can promote improved and new types of learning. Today schools are spending a lot of money for technology.



Television and radio can also be powerful teachers, a mass medium used in education for disseminating information, imparting instruction and giving entertainment. Educational videos can certainly serve as powerful teaching devices. Students store all their notes in mobiles and study from it because it's easy and convenient. The advent of mobile devices has changed the learning methods of students.

In today's modern society, it is very evident therefore that many students are well abreast with the different mass media tools and their usages but as to how the usages of which affect their academic performance that varies. Hence, the significance of mass media to every clientele needs to be assessed in order to know if mass media really has a huge impact to students' especially in gaining knowledge as well as on their academic performance. With the use of the media tools students will sustain interest in learning.

### **STATEMENT OF OBJECTIVES**

The study evaluated the impact of mass media on the knowledge level of political science students of Kalinga State University, Philippines. Specifically, it sought to answer the following objectives:

1. To determine the impact of mass media on the knowledge level of political science students.
2. To determine the extent of factors affecting the knowledge level of political science students.

### **CONCEPTUAL FRAMEWORK**

Now in an advanced society mass media are not treated as informal agencies of education. They are called non-formal agencies due to its wide coverage of educational items in a systematic way. It is viewed that these media can substitute the classroom teaching in future.

The role of media in education is quite obvious in today's educational settings. Schools are loaded with computers to help students with their academic studies. Mass media comes in many different forms such as internet, TV, radio and books all of these media tools have affected the way students learn.

The media like television, radio and the internet increase an overall awareness of the masses. They enhance the general knowledge by providing us with information from all over the world. News broadcast through different media helps us know about the day-to-day



events in the world. News and documentaries revolving around social issues increase social awareness of students and develop their concern towards society.

Newspapers, apart from updating us with the latest news and new information, also contribute to the enhancement of our vocabulary. Newspapers are the best beginners in developing reading habits of students. Through the print media, they provide the general public with a platform to give updates about their society and exchange their views over different issues that the society faces and share their thoughts on a larger scale.

Media serve as the best means for a speedy spread of news about important incidents or events taking place. What has happened in the remotest corner of the world can reach us within minutes, thanks to media. The speed that technology has achieved is helpful in times of crisis when media is to be used for reporting news needing immediate attention.

Media has brought about a major transformation in the way people think. Media has given them an excellent platform to present themselves before the world and contribute in their own way to the changing world scenario. Media has been responsible for making the world a smaller place to live.

Mass media has great influences and affects our ideas. We have the choice to choose and think wisely before we make decisions and choose the right information. We need to be aware of our purposes in life and not easily influence by others.

Mobile phones have become boon to mankind. It made communication possible at anytime and from anywhere. It is a smart device used for interaction and communication. Having internet on mobile phones today enable us to stay in touch with the whole world. With the easy touch and access of the various educational downloadable applications would alleviate the burden of students to go to the internet shop or even in the library. Imagine e-books, Google and Yahoo applications on mobile phones means easy access to possibilities of distant learning on your very hand.

People cannot think of leading their lives without the new age of media. As a medium of mass communication, e-mails have drastically reduced time it took for drafting and sending letters or mails. Through e-mails, teachers can be able to send communication to students at the same time it can possibly send lessons to students who were not around in time of classes. Internet has a plethora of websites dedicated to various people, causes and activities. The most significant utility of these websites is for providing information, search



engines, downloads through libraries and interaction through social networking sites. Thus, allowing learning and entertainment within reach.

Nowadays, a person who doesn't have access to mass media is those people who don't know many things around the world. Mass media affects human life. You'll be abreast with the events that happen to your country and around the world. Studies reveal that approximately 95% of the world's population use electronic devices for their communication for example, mobile phones, telephones and computers. Statistics show that 80% of young people pass approximately 6 hours in the computer.

Mass media is important to individuals and for social development, nevertheless each person should make an appropriate use about the information that receive and about electronic devices that take part in their lives. Information age is determined in many respects by the mass media. They do not only spread the news, they impose certain values on contemporary men. The received information molds the way people thinks.

Children nowadays are more advanced and almost every house in the world, especially in the western countries and modern cities, do have a computer. Some children have their own laptops at a very young age. Since internet is very useful, the parents have no problem in providing them with these for as long as it is useful.

Mass media is also playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain people. It helps people to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness. One of major duties of media today is to inform the people about the latest happening around them and the world.

They cover all aspects of our interest and one of them is politics where Political Science students are inclined to. People can listen, watch and read latest news whenever and wherever they want. Media is the overseer of the political system. If it plays its role, it will be a great force in building the nation. The media focuses in bringing details of all major political situations, decisions and scenarios. Hence people can better understand their rights and make better decisions. Because of the power of media is so extensive and huge, it can be used to educate people with very little cost.



Through media since it affects the eyes, the ears and the mind simultaneously nothing can overcome the influence of it. The media in the advanced society should perform a noble mission of enlightening people.

With the advent of mass media as a tool in gaining information, education and for entertainment purposes boosted many individuals to be aware of “what’s in” in the society. With the different types of media tools used by students, it plays a vital role in their studies. But with the intension of going over its real purpose would be detrimental in the sense that it will be of no use. The abuse of the usage of which will bounce back to their performance in school. Addiction to television, computer games, social media and cellular phone would lead to academic performance deterioration.

Thus, the implementation of computer and internet access in the academe shall be made a priority to at least help augment students burden especially in their academic performance and to better their knowledge level and competency.

## **METHODOLOGY**

The descriptive-survey method was employed by the researchers in the study with a set of questionnaire as the main instrument in gathering the needed data for a reliable and accurate answers to the specific questions posed in the study.

The study involved 155 respondents or 48% of the 324 total number of enrolled students taking Bachelor of Arts in Political Science, for A.Y 2015-2016. They were chosen through random sampling.

The researchers secured an authorization and approval from the College Dean for the conduct of the study. When permission was granted, the researchers administered the questionnaires to the political science students of the College of Liberal Arts. The researchers took the initiative to explain and discuss the content of the survey questionnaire to better the result of the study. They also did a constant follow-up on the progress in filling up the questionnaires until it was retrieved.

## **RESULTS AND DISCUSSIONS**

### **Profile of the Respondents**

Table 1 presents the population of the study as to gender.



**Table 1. Population of the Study as to Gender**

Gender	Frequency	Percentage	Rank
Male	70	45.16	2
Female	85	54.84	1
<b>Total</b>	<b>155</b>	<b>100.00</b>	

The table shows that the female population is greater in number with 85 respondents or 54.84 percent of the total population while as the male population comprises of 70 respondents or 45.16 percent of the total population.

Table 2 presents the population of the study as to year level.

**Table 2. Population of the Study as to Year Level**

Year Level	Frequency	Percentage	Rank
First Year	32	20.65	4
Second Year	37	23.87	3
Third Year	41	26.45	2
Fourth Year	45	29.03	1
<b>Total</b>	<b>155</b>	<b>100.00</b>	

The table shows that majority of the respondents belong to the fourth years with 45 respondents or 29.03 percent of the total population followed by the third years with 41 respondents or 26.45 percent. Third rank are the second years with 37 respondents or 23.87 percent while the first years have only 32 respondents or 20.65 percent of the total population.

Table 3 presents the population of the study as to ethnic affiliation.

**Table 3. Population of the Study as to Ethnic Affiliation**

Ethnic Affiliation	Frequency	Percentage	Rank
Ilokano	38	24.52	2
Igorot	20	12.90	3
Kalinga	89	57.42	1
Tagalog	6	3.87	4
Muslim	2	1.29	5
<b>Total</b>	<b>155</b>	<b>100.00</b>	

As revealed in the table, Kalinga students rank first with 89 respondents or 57.42 percent of the total population followed by the Ilokano with 38 respondents or 24.52 percent. Third rank are the Igorot students with 20 respondents or 12.90 percent of the total population.





Fourth rank are the Tagalogs with 6 respondents or 3.87 while least in rank are the Muslims with only 2 respondents or 1.29 percent of the total population.

### Impact of Mass Media on the Knowledge Level of Political Science Students

**Table 4. Impact of Mass Media on the Knowledge Level of Political Science Students  
(N=155)**

INDICATORS	WEIGHTED MEAN	DESCRIPTIVE EQUIVALENT
1. Tools for gathering plethora of relevant information	4.18	Much Impact
2. E-books and online libraries found on the internet help to guide in minutes and save precious time and resources	4.10	Much Impact
3. Media helps to evaluate important burning issues and spreads awareness of current events	4.21	Very High Impact
4. Tools for easy and fast communication	4.24	Very High Impact
5. Easier access in making school requirements like research and projects	4.08	Much Impact
6. Mass media is a tool for gaining real-time information aside from books	4.30	Very High Impact
7. A means to eradicate illiteracy thus enhances intellect	4.06	Much Impact
8. A means for entertainment. Playing educational games will develop and improve mental capability and thinking power	4.00	Much Impact
9. A means to increase social awareness by getting the latest news	4.25	Very High Impact
10. Internet as a means for interactive learning	4.19	Much Impact
<b>Total Average Weighted Mean</b>	<b>4.16</b>	<b>Much Impact</b>

The table reveals that the obtained total average weighted mean is 4.16 which falls into the descriptive equivalence of much impact. The Sixth Indicator in the table which is “*Mass media is a tool for gaining real-time information aside from books*” obtained the highest weighted mean of 4.30 or better described as very high impact.

The creation of internet as a media tool helped us to attain gigabytes of information with just a click of the mouse. It made it possible to acquire information for almost all of the topics we search. Printed texts can be a great source of reliable information since books are written by experienced authors but most often students prefer to use the internet to search and get the latest real-time information.



Since Political Science students are inclined with political and social issues, there are always new developments in the field of politics that the library simply cannot keep up with. Therefore, the internet can provide the latest news about the modern day developments. The students even contend that the reference books and materials for political science related subjects found in the library are few and obsolete. Therefore, it is a common knowledge that the majority of students prefer researching on the internet rather than the traditional library and it has become a common practice to seek assistance from the web. According to them, internet is the best source of information since there are a lot of available online books, encyclopedias and different sites having various subjects to gather information about a topic.

That is why mass media tools play an integral role in their educational life that can be an excellent place for resources and knowledge. According to Janna Anderson, (co-author and director of the Imagining the Internet Center) internet enhances and augments human intelligence and it has even improved reading, writing, and rendering of knowledge.

The Ninth Indicator in the table which is *“A means to increase social awareness by getting the latest news”* obtained the second highest weighted mean of 4.25 which is described as very high impact. Since media plays a constructive role in today’s society, media itself play an important role in increasing social and even public awareness towards certain issues or news. It became the most powerful tool of communication in presenting the real stage of society. Most conceived that the use of mass media is a necessity for survival since it has firmly entrenched its roots in our life and now it is hard to survive without it in the modern age.

By simply watching news over the television, reading articles on the newspaper, listening to radio and browsing social networking sites increases social awareness of students as well as it helps increased their creativity, interaction and learning. Since Political Science students need to be keen and aware with the different current events and burning issues besetting the country, they used the different medium that exhibits news articles for their perusal.

Studies show that most students nowadays are using the internet as a media platform to get the latest news. A survey conducted by Pew Research said that Sixty-Three Percent (63%) college students browse the internet for the purpose of gathering political news or information and other relevant topics.



As a common observation, Media serve as the best means for a speedy spread of news about important incidents or events taking place. Hence, political science students need to be socially inclined and knowledgeable with the different issues since most instructors incorporate relevant news and information in their discussion from time to time.

The Eight Indicator in the table which is “A means for entertainment. Playing educational games will develop and improve mental capability and thinking power” obtained the lowest average weighted mean of 4.00 which fall into the descriptive equivalent of much impact.

This is evident in the innumerable games that can be downloaded for free be it educational or not, many students make way to play online games aside from merely using it for research purposes. In such scenarios, students affected will often neglect their educational and even personal obligations. As a consequence, the individual undergoes a change in his attitude towards daily experiences.

Internet and downloadable games are to a high degree addictive in nature, thus eating most of your estimable time. Once addicted, it reduces concentration of students in their studies thus, affecting their learning attitude.

According to the survey conducted by the researchers at Mapua Institute of Technology, 9 out of 16 students are at risk of being hooked with computer games and have academic failure for the first quarter of school year 2009-2010 and they make conscious efforts just to be with their computers and continue failing.

As observed in the school setting during classes, some students are playing games on their cellular phones or tablets while the instructor is having a lecture, this then might lead to the deterioration of their concentration in class thus affecting their academic performance.

#### **Extent by which Factors Affect the Knowledge Level of Political Science Students**

**Table 5. Extent by which Factors Affect the Knowledge Level of Political Science Students  
(N=155)**

<b>FACTOR INDICATORS</b>	<b>WEIGHTED MEAN</b>	<b>DESCRIPTIVE EQUIVALENT</b>
1. Perception regarding the use of internet as a media tool	4.05	Much Affected
2. Interest of students on the use of different mass media tools	3.88	Much Affected
3. Time management of the students	3.98	Much Affected
4. Financial support from parents	3.97	Much Affected
5. Technical facilities and support from the institution	4.03	Much Affected
6. Availability of having a personal computer and smart	4.01	Much Affected



phone		
7. Addiction to internet, television and cellular phone/ smart phone	4.10	Much Affected
8. Technical knowledge and skill on the use of computer and internet as a media tool	4.08	Much Affected
9. Excessive surfing creates social isolation causing poor study habits	4.09	Much Affected
10. Understanding on the advantages of internet	3.99	Much Affected
<b>Total Average Weighted Mean</b>	<b>4.02</b>	<b>Much Affected</b>

The table shows that the obtained total average weighted mean is 4.02 which falls into the descriptive equivalent of much affected.

Factor Indicator Seven (7), "Addiction to internet, television and cellular phone/smart phone" obtained the highest weighted mean of 4.10 which is described as much affected. The internet provides a constant, ever-changing source of information and entertainment. It can be access from most cellular/smart phones, computer, tablet and television. Students used the internet extensively for social networking sites to keep in touch with family and friends. They turn even to the internet in order to manage unpleasant feelings such as stress, loneliness, depression, and even anxiety. When they have a bad day, they look for a way to escape their problems or to quickly relieve stress, the internet can be an easily accessible outlet.

When students spend a lot of their time online, it poses a huge problem since it absorbs too much of their time causing to neglect and completing their school chores and other important things in life. Students become addicted to the different media technologies because of the different feeling it gives them. It can create the feeling of convenience and excitement which makes the user want to do it again. The parameter of being addicted to mass media is when the person is already unable to fulfill the obligations at school and even at home.

It is very evident that students nowadays are now attached to internet addiction. For example, students tend to play games first, browse websites and make friends with new people. Others spend large amount of time in front of the computer doing unnecessary things like: visiting porn sites, involving in a cyber relationship, involving in information overload and addiction to computer games (Lowinson, 2004).



Academic problems caused by internet addiction include decline in study habits, significant drop in grades, missing classes, increased risk of being placed on academic probation, and poor integration in extracurricular activities. There are countless researches on the usage of the different mass media technologies and its influence on human's psychological mind. Referring to the possible negative outcomes of addiction to mass media technologies, people may encounter stress, sleep disturbances and symptoms of depression. Consistent usage and excessive addiction to the usages of mass media technologies can cause a chain reaction affecting one aspect of a user's life and expanding to contaminate the rest. It usually starts with social disorders, which can lead to depression and stress and ultimately affect lifestyle habits such as sleeping right.

Researchers show that college students at campuses across the globe admitted being addicted to modern technology such as mobile phones, laptops and television as well as social networking such as Facebook. It was concluded that a "clear majority" of almost 1,000 university students, interviewed at 12 campuses in 10 countries, including Britain, America and China, were unable to voluntarily avoid their gadgets for one full day.

According to the research conducted, a student even correlated the use of mass media technology to drugs, stating "I don't need alcohol and cocaine because Media is my drug, without it I am lost" while other student added "I felt like a helpless man on a lonely deserted island in the big ocean". Mass media technology then provides the social network for college students today and they have spent their entire lives being "plugged in". At times, students even find life to be boring without the capacity and capability of using the different mass media tools.

A Korean study showed that excessive addiction to the usage of mass media technologies results in negative life consequences such as academic failure. 70% of Korean students used the internet for playing online games and social networking sites causing the deterioration of their school performance.

Factor Indicator Nine (9), *"Excessive surfing creates social isolation causing poor study habits"* obtained the second highest weighted mean of 4.09 and it is described as much affected. The excessive time devoted by students to internet use causes isolation thus their school performance is greatly affected. Even when they have difficulty in their studies, still they resort to excessive surfing. There have been cases reported of college students failing



courses because they would not take time off from internet use to attend classes. Hence, excessive surfing may result to declining grades or poor performance in school and even decrease investment in other activities.

Students tend to be socially isolated to internet surfing because of accessibility, control and excitement. Because of the convenience of the internet, students now have easy and immediate access to it at any time without the hassles of everyday life. Students are in control of their own activity thus, with the aid of the different mass media technology students are capable of using it in their own respective control. Lastly, students or any individual feels the emotion of excitement when they used the internet for whatever purpose.

Studies show that a person is socially isolated when he is preoccupied with the internet; there is a need to spend longer periods of time online in order to feel satisfied; the feeling of restlessness, moody and irritable when attempting to cut down internet use; and the use of the internet as a way of escaping from problems.

Research also reveals that more time spent online translates into less time spent reading books/notes. Students who are socially isolated online are one of the reasons why they didn't pass all the requirements for the past years and semesters.

Studies proved that, youngsters nowadays spend an average of five hours a day for internet used. The study came as an academic warn to youngsters because it leads to the deterioration in the quality of education. They also warned that not only excessive internet use may hamper student's performance but also the excessive use of mobile phone has developed into a playground craze in every country. They found out even that mobile phones nowadays are mere substitute for physical play.

Indeed, the excessive use of internet and mobile phones affects the very important activities of students which are, to read and study their lessons. Social isolation might impede student's achievement of psychosocial developmental tasks.

Factor Indicator Two (2), *"Interest of students on the use of different media tools"* obtained the lowest weighted mean of 3.88 and it is described as much affected. Many perceived that if a person doesn't have a gadget, he is left out or in vernacular "wala sa uso". But others perceived that through the use of the different mass media tools it has the potential to enhance the quality of human life. But these media tools can also be the source of many



societal problems. Numbers of internet crimes are countless; cyber bullying, online game addiction and even pornography can destroy ones development. These are but some few of the negative outcomes that distinguish the unwillingness or the lack of interest of students towards the use of the different media tools.

## **SUMMARY, CONCLUSION, AND RECOMMENDATIONS**

### **Findings**

The following are the findings of the study:

The study revealed that mass media have very high impact on the knowledge level of political science students as shown in the obtained total average weighted mean of 4.16.

The study also disclosed that the factors have much affected the knowledge level of political science students as shown in the obtained total average weighted mean of 4.02.

### **Conclusions**

Based on the aforementioned findings of the study, the following are the conclusions:

1. The mass media have very high impact on the knowledge level of political science students.
2. The factors have much affected the knowledge level of political science students.

### **Recommendations**

The following are hereby recommended:

1. The school needs to ensure that strong professional development programs are in place and that teachers have a variety of opportunities for learning and growth. The school then may conduct educational technology training to the faculty, the integration of educational media for the enhancement of learning process.
  - 1.1. In order for the school to address the request of students that the faculty may integrate in their teaching methodology the use of mass media technology, the college then may procure additional LCD projectors for the faculty and students to use. Through Computer-aided instruction students may find it better to learn with this kind of medium.
  - 1.2. Students must be responsible enough on the usage of mass media tools. They must use it purposely for accomplishing their school chores and as an aid in their studies.



2. Students addicted to mass media technologies may be informed of the negative impact of its excessive use as they are vulnerable to health hazards by their faculty, classmates, friends, and the guidance coordinator.

2.1. The guidance office may conduct a seminar relative to the impact of internet addiction so that students may be informed of the adverse impact of too much use of the internet.

2.2. Students may use the library resources to gather relevant information needed in their researches and other academic requirements.

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