

# WANTED: JUAN TAMAD 2000...?

*The Filipino Identity As Influenced By Stereotyping  
Among Selected Students of the College of Arts and Sciences  
of De La Salle University - Dasmariñas*

*An Undergraduate Thesis  
Presented to  
the Faculty of the  
College of Arts and Sciences  
De La Salle University - Dasmariñas  
Dasmariñas, Cavite*

*In partial fulfillment  
of the Requirements for the Degree of  
Bachelor of Arts in Psychology*

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**ABSTRACT**

**NAME OF INSTITUTION:** De La Salle University - Dasmariñas

**ADDRESS:** Dasmariñas Bagong Bayan, Cavite

**TITLE:** "Wanted: Juan Tamad 2000...? The Filipino Identity As Influenced By Stereotyping Among Selected Students of the College of Arts and Sciences."

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**FUNDING SOURCE:** Parents

**COST:** 7,000

**DATE STARTED:** June, 1996

**DATE COMPLETED:** March, 1997

**OBJECTIVES OF THE STUDY:****A. General**

To generate the Filipino Identity among selected first year students of De La Salle University - Dasmariñas.

**B. Specific**

1. To know the direction (+ or -) of stereotyping of the respondents.
2. To know the effect of gender on stereotyping.
3. To know the effect of socio-economic status on stereotyping.

**SCOPE AND COVERAGE:**

The 204 participants of the study were male and female AB-Philosophy, Political Science and Psychology Students of DLSU-D. It sought to study the Filipino Identity as influenced by stereotyping.

**METHODOLOGY:**

The researcher employed a descriptive research design using survey method in the study. The study sought to determine the Filipino Identity using a four-point rating scale survey questionnaire of which 51 characteristics are ranked as Filipino characteristics for male and female respondents from low, middle and high socio-economic status segregated for analysis.

The researcher used the method of T-Test: Two sample assuming unequal variance for gender and ANOVA for single factor of means of respondents grouped according to social-economic status.

**MAJOR FINDINGS:**

The result revealed that the direction of stereotyping of student was generally positive. The T-test method showed significance in the difference of the Filipino Identity according to gender because female respondents had higher mean than the male respondents.

Furthermore, the ANOVA presented the result that there was no significant difference in the means of respondents when grouped according to social status. Therefore, the respondents' socio-economic status does not affect their stereotyping as they came up with the concept of the Filipino Identity.

**CONCLUSIONS:**

It was concluded that the direction of stereotyping of Filipino Identity was positive. Gender affects the stereotyping. On the contrary, socio-economic status does not affect the stereotyping of the participants.

**RECOMMENDATIONS:**

1. The researcher would like to recommends the future researchers to construct a more valid and reliable survey questionnaire.
2. The researcher also recommends bigger population for the study.
3. The researcher also suggests a more definite gauge and basis for the socio-economic status.

