

ABSTRACT

A study on Batibot, a locally produced children's show, was done to test its effectiveness in imparting goal messages to its viewers, the children in particular. Given focus among the different goal messages were "values" which were taken from Batibot's curriculum called the Moral/Emotional self.

85 grade one respondents from De La Salle Santiago Zobel school and Melchora Aquino elementary school participated in the said study. Variables to test the problem were sex and socioeconomic status. Under the socioeconomic status variable, La Salle Zobel represented the high subgroup, while Melchora Aquino represented the low subgroup. Testing was done by a group interview after each of the 6 segments was shown.

Results showed that Batibot was effective in imparting its goal messages to children. This was so because both male and female, as well as high and low socioeconomic groups were able to comprehend the goal messages.

